NYPL RESEARCH LIBRARIES
3 3433 10812 5927

This is a reproduction of a library book that was digitized by Google as part of an ongoing effort to preserve the information in books and make it universally accessible.

Google™ books

https://books.google.com



Digitized by Google

General
VGS

Digitized by Google

Digitized by Google

Digitized by Google

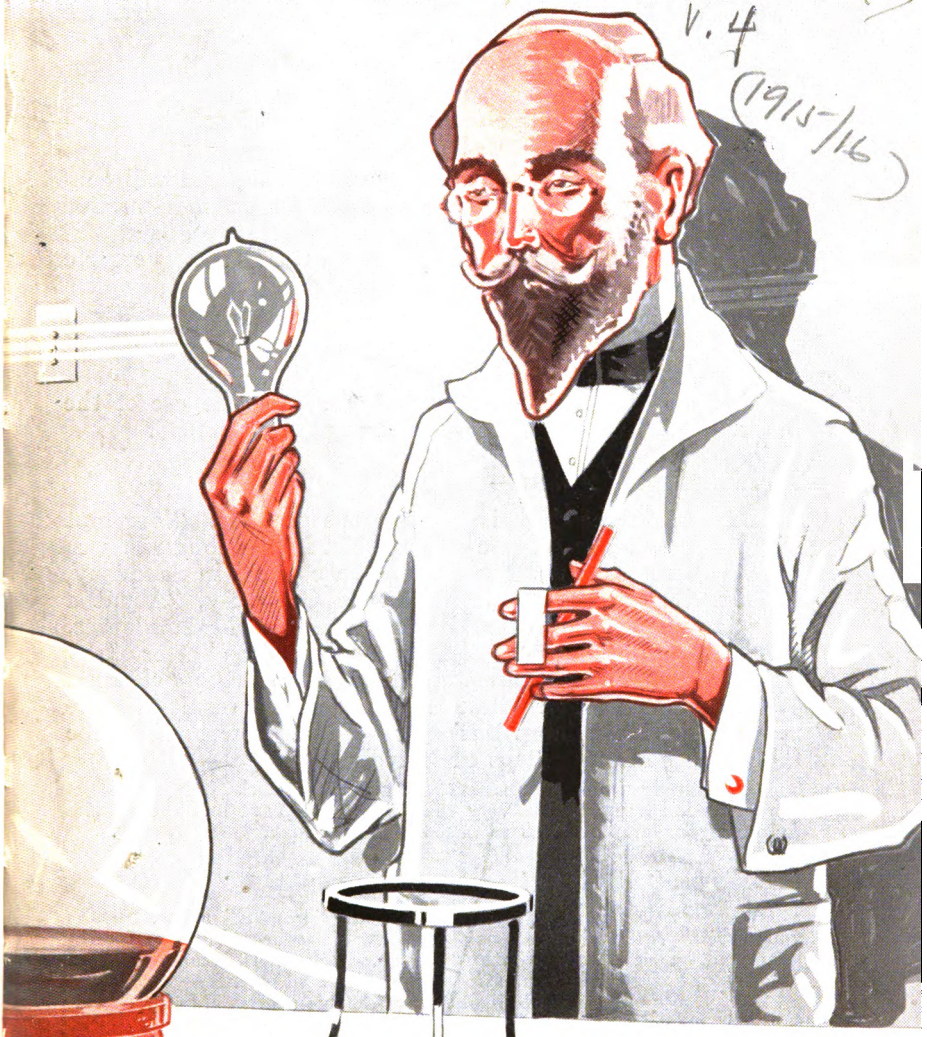
v.3 bound with v.4

NATIONAL MAZDA STIMULATOR

AUGUST 1915

772524

v.4 (1915-16)



MAZDA SERVICE NUMBER

Digitized by Google

How are You Benefitted by the Mighty Trade Mark



?

Mr. Central Station Man—

You reap a harvest of goodwill when you recommend only MAZDA lamps for your circuits, since by so doing you align *your* service with the MAZDA Service.

Millions of advertisements have informed, and will continue to inform your customers that the lamps trade-marked MAZDA are the fruit of a tremendous, progressive, organized research Service which seeks to evolve the **best electric lamps possible.**

Unquestionably, you recognize that the sound growth of your business can be insured only by supplying the **best electric service possible.**

Can you supply the one, unless you urge the use of the other? Does not "best service" imply "best lamps"?

Mr. Form "A" Agent—

Leaping in the dark is a hazardous practice. Your first leap may land you on safe ground, but in the long run you always come to grief. For example, a concern in Sandusky, Ohio, writes to the Western Electric Company, "About a year ago we had developed a nice business in MAZDA lamps, but unfortunately got the idea that we would be better off by buying 'tungstens' because we were able to get them cheaper. We tried two makes of these lamps, with the result that we nearly ruined our lamp business. We are now back in the fold, selling MAZDA lamps exclusively."

The American public *knows* that MAZDA is the mark of a Service that can be depended upon. Be very thankful, if you have had the wisdom to found your lamp business on the solid MAZDA rock.

Mr. Form "B" Agent—

Whatever benefits the consumer and the Form "A" agent, benefits you as well. An invaluable stock of goodwill has been built up for the lamp trade-mark MAZDA in both of these trade channels. Moreover, your reputation, like a chain, is no stronger than its weakest link — it is determined by the quality of each line of goods that you carry. MAZDA Service is a guarantee of lamp quality *in perpetuum.*

Digitized by Google

National Mazda Stimulator

A Publication with a Purpose—To Promote Your Lighting Profits

Distributing Office: Nela Park, Cleveland. Other Offices: All National Quality Divisions. One Dollar per Year. Gratis to all Concerned in the Promotion of National Quality Products.

VOLUME 4 AUGUST, 1915 NUMBER 1

772524

Why Trade-Mark MAZDA is Gaining Goodwill of Millions

The effort of the MAZDA trade-mark advertising in a host of popular periodicals during 1914 and 1915 has been to teach the public the real meaning of MAZDA, the fact that MAZDA is **"not the name of a thing but the mark of a Service."**

MAZDA is a trade-mark of the Research Laboratory of the General Electric Company and the labor of this Laboratory is always toward better light, so that no matter how lamps may change in form or appearance in future years, the best may always be distinguished by the trade-mark MAZDA.

The foremost scientific talent is constantly engaged at the Research Laboratory at Schenectady, and in the co-operating laboratories at Nela Park, Cleveland, and elsewhere, in the development of better light. The Research Laboratory supplies knowledge of each advance in illumination made by itself or by other lighting experts the world over, to the makers of MAZDA lamps.

The broad meaning of MAZDA should be thoroughly understood by every one who handles lamps bearing this Service trade-mark. It is to your advantage to be familiar with the significance of MAZDA and to tell it to lamp buyers—MAZDA is the most solid assurance of progressive quality, insuring sales.

Etch on your memory that MAZDA is **not the name of a thing but the mark of a Service**—a Service rendered to the manufacturers of MAZDA lamps by the Research Laboratory of the G. E. Co.



A MAZDA Trade-Mark Ad, Typical of Millions Appearing in Magazines, to Educate the Public to Look for this Trade-Mark

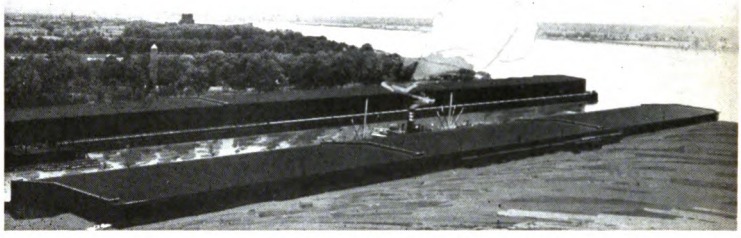


Digitized by Google

Docks Lighted with High-Power Lamps

Steamship Docks Near New Orleans Employ Many 750-watt MAZDA C Lamps.

Congratulations are due the Commercial Electric Company, of New Orleans, and Mr. A. E. Hanneman, General Manager of that organization, for the mammoth installation of 750-watt MAZDA lamps on the Southern Railroad Company's docks at Chalmette, on the Mississippi River, ten miles below New Orleans. Utmost satisfaction is reported.



The Camera Had to be Placed at a Distance of One-fifth Mile to Take in the Full Length of these Docks, Lighted by 150 National Quality 750-Watt MAZDA Lamps

"The immense size of these docks and warehouses," says W. E. Lotspeich, Sunbeam Booster, "may be judged by comparing them with the train of cars and ocean-going vessel in the photograph." There are docks and warehouses on each side of the water slip, and space enough for eight big steamers to unload simultaneously.

There are thousands of other docks that would profit by the use of MAZDA C lamps — surely a fine opportunity for every National lamp man within reach of a harbor.

The Proper Maintenance of Lighting Equipment

You undoubtedly have many customers who are not getting full value from their lighting installations, simply because they do not realize the need of proper maintenance. The suggestion has been made by the National X-Ray Reflector Company, and heartily endorsed by us, that central stations, jobbers, dealers and contractors take steps at once to place the following information before their lighting customers:

Maintenance—Exhaustive tests on lighting equipment of all kinds show an approximate loss in efficiency of 10% per month, unless properly maintained. You can keep your electric lighting at its initial satisfactory condition by:

(1) Regular cleaning of all lamps and fittings.
(2) Promptly replacing all burned-out or dark-looking lamps.
(3) Occasional redecoration of ceiling and walls. Dark paper, dark paint, or dark hangings will make your rooms dark.

Some one person should be held responsible for maintenance.

Digitized by Google



Central Stations Weed Out Carbon Lamps

Bounty on Carbon Scalps Brings in Many Old-Timers

To bring in carbon lamps used on its lines, the Wausau Street Railway Company, Wausau, Wis., enclosed with each monthly statement a printed slip and coupon, stating briefly and clearly the advantages of MAZDA lamps over carbon lamps, with an offer to give a Bryan-Marsh MAZDA lamp in exchange for each carbon lamp, at a reasonable price during a period of two months. The coupon at the bottom of the slip was for the convenience of the customer with space for his name and address and for a memorandum of the number of carbon lamps being returned.

Any size of MAZDA lamp up to 60-watts was obtainable on this offer, and in this city of 16,500 people, *1439 carbon lamps were turned in in sixty days*, resulting in better light to approximately 350 families.

Incidentally these people become better lamp customers and as the company supplied 60-watt MAZDA lamps in 75 per cent of the cases, the central station had no cause to worry about decreased lighting revenue.

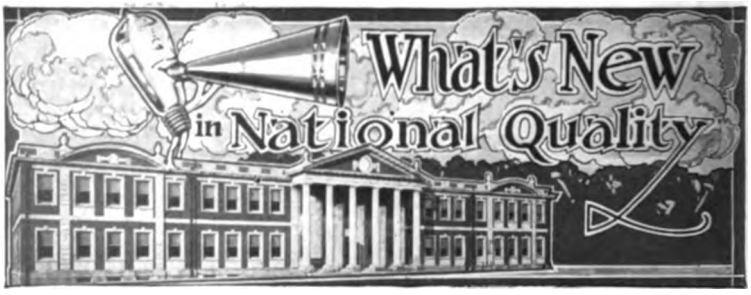
The returned carbon lamps are being used for street decorations during carnivals and conventions.

Credit for this excellent idea and for its very successful results are due to Mr. J. J. Mohr, New Business Manager for the Wausau Railway Company.

A somewhat similar plan was operated at Rockton, Illinois, by the Moore and Gayton Company, who handle Sunbeam MAZDAS.

Myron E. Moore of this company writes that, by selling MAZDA lamps and offering an inducement for the return of used carbon lamps, old lamps which have been in service on their lines for ten or twelve years were weeded out. As 90 per cent of their lighting customers are on a flat-rate basis, the replacing of these old lamps means not only better light for customers but an actual money saving to the lighting company.

Digitized by Google



Commercial Data on Billboard Lighting

If you are in the market for billboard lighting equipment, there is one source of information that you should not fail to consult. We refer to Data Sheets Nos. D1.2, D1.3, D1.4, D1.5 and A10.7, furnished on request (with a cover) by Holophane Works, Cleveland.

New Ruby Hylo MAZDA Lamp for Photographers

The latest convenience for photographers is the Hylo lamp with ruby colored bulb (25 or 40-watt). The ruby coloring is in the glass of the bulb and is not a dipped color. The color is very dense, making the lamp one that photographers term "safe," that is, the most sensitive plates, films or paper used in ordinary photographic work may be reasonably exposed to the light without injury.

The higher candle-power filament is chiefly useful when the photographer is developing prints or making bromide enlargements, while the lower candle-power filament may be used to advantage when plates or films are being developed.

Both the high and low filaments are of MAZDA construction, so that economical operation is insured. The lamp is tipless, thus overcoming the objections to the ordinary ruby lamps, which have clear glass tips.

National agents and customers should find a ready market among photographers for the new lamp, and the prices leave an extremely generous margin of profit for you.

Address the Economical Electric Lamp Division, 25 West Broadway, New York City, for prices, discounts and further particulars.

Special Reflectors for 100-Watt MAZDA C Lamps

Accessory manufacturers have been quick to recognize the splendid field for 100-watt MAZDA C lamps in show windows. Certain manufacturers have developed window-lighting reflectors especially for the 100-watt lamp. Among these is the Holophane "983" (see page 14). Two 100-watt reflectors with the unique names "Jove" and "Jupiter" are made by the National X-Ray Reflector Company. "Jove" is for average windows, and "Jupiter" for high, narrow windows.



Digitized by Google



Auto Lamp-Stock Cabinet Makes Hit With Dealers

A selected stock of 100 MAZDA auto lamps has been found sufficient to supply the lighting demand for nine out of every ten cars. This stock, consisting of headlight, side, rear and meter lamps, lists at $24.50, but because it is all in unit package (carton) quantities it may be purchased at 35 per cent reduction from list.

These lamps are packed for the convenience of the garage man or supply dealer in a compact display cabinet, to be placed on the counter or in the show window. The cabinet, as shown in the illustration, is an effective means of advertising the lamps. Sales may be quickly made from it without disturbing the remaining stock of lamps.

As fast as lamps are sold from this selected stock, additional lamps in carton quantities may be obtained by the dealer at a discount of 35 per cent from list.

A copy of the National Guide showing the proper lamps to install on any car is supplied with each stock and cabinet.

The combination of selected stock, cabinet, and Guide means a greater profit on auto lamps for garages and dealers because this small stock will turn over rapidly and because the cabinet and Guide make it easy to keep the stock conveniently together and to supply the right lamp at a moment's notice.

You may obtain further information about the cabinets and selected stock of lamps from your Lamp Division or jobber. Write at once, while the auto season is still in full swing.



Display Cabinet Containing 100 National MAZDA Auto Lamps

I have no grievance against that man who takes my old lamps and gives me new ones in exchange, especially when my lamps were of the old-time oil style and the new ones are electric.

— Lou J. Beauchamp, in the "Fra"

Digitized by Google



National Advertising in Offers MAZDA

The plans for the advertising of National MAZDA lamps during the autumn months are of particular interest to everyone engaged in the sale of these lamps because of the wider sales that this campaign is certain to develop.

On September 11th will appear the first advertisement of this series, a full page in the *Saturday Evening Post*. Following this are other *Saturday Evening Post* pages during October and November. Extensive advertising during September, October, November and December will appear in *McClure's*, *Literary Digest*, and the *American Magazine*. The combined circulation of these influential national publications and of the *Saturday Evening Post* is nearly ***three and a half millions.*** This prodigious circulation represents most of the homes in the United States — practically all of the better-class homes; the homes in which electric lights are now used. Advertisements continue right up into Electrical Prosperity Week, ending, Saturday, December 4th.

To every customer and agent handling National MAZDA lamps this gigantic advertising campaign can be made to yield a harvest of gold. National MAZDA advertising, read in every home where there are electric lights, will create an interest in and a desire for National MAZDA lamps.

The infinite sales possibilities growing from these advertisements is in your hands. Many times your present

Digitized by Google

4 Prominent Magazines Opportunity



list of MAZDA customers will want lamps as these successive advertisements appear. Your harvest depends upon how well you make it known that your store is the nearest place to get these lamps.

Redouble the advertising of your store as the headquarters for National MAZDA lamps while this big advertising campaign is in progress. ***The best window trims you have ever had will be furnished you at the time each of the three Saturday Evening Post advertisements appear.*** Make your window sell MAZDA lamps every day during the four months of this campaign.

See that every ***local newspaper*** contains your National MAZDA ad linking you to the big continent-covering magazine advertisements.

Put your faith in ***lantern slides*** and in ***direct-by-mail*** advertising. Open your doors to lamp business by pointing out to new customers, through every method possible, the way to your store.

Make use of our free sales helps, especially of the ***newspaper*** ads and ***lantern slides*** designed for use during this advertising campaign.

Plan your own individual onslaught well in advance, so that it will bring you the best results. Expert advertising advice for such plans may be obtained by writing to your Lamp Division or supply house now. *Tempus fugit!*

Digitized by Google



The "School-Days" Window — (Zim's Page)

Brother Window-Trimmer:

Good health and a good education are the fondest possessions that parents cherish for their children. This window-trim gets to the parents on both scores, for it shows that both health and education depend on eye-sight, which is injured by studying under a weak or flickering light.

Mr. and Mrs. Citizen, glancing in at your window, will see a well-lighted table piled with school-books. In the background is a vivid lithographed cut-out, showing children coming home from school. Next, the placard, with its appeal to guard the children from eye-strain by giving them good MAZDA light, catches Mr. Citizen's eye. And you have made a sale.

I have been told that this is the most forceful trim I have yet offered. Decide for yourself. Full directions with each display. The coupon is on the next page.

—*Zim*

Digitized by Google



If you wish the material for this "School-Days" window, please mail the coupon *promptly*. We do not want to disappoint anybody, but we cannot always estimate just how many hundreds of requests we will receive for these displays. *No displays will be shipped after October 1st*, unless in exceptional instances.

National Mazda Stimulator,
Nela Park, Cleveland.

Please send me as soon as possible materials for building the "School-Days" Lamp Window. I understand this material is being paid for by the Division whose lamps I handle.

(***Important***)
We handle
.....Brand
MAZDA Lamps.

Name.....
Company .....
Address.....

Digitized by Google

SOME GOOD WINDOW

"Nationally Advertised Goods Week"

Why not devote your show windows and counter displays for a couple of weeks to a campaign for the sale of *nationally advertised electrical goods* of high reputation that are made in America? Lauerman Brothers, of Marinette, Wisconsin, recently did that very thing. Robert E. Douglas, their Display Manager, decided to devote one window to National MAZDA lamps, in connection with this campaign. With the



Lithographed Posters were Saved, and Came in Handy in Building this Display for "Nationally Advertised Goods Week"

co-operation of Messrs. Stadlbauer and Kelley, of the Julius Andrae & Sons Company, and making use of a number of Bryan-Marsh MAZDA cut-out trims which had wisely been saved after being shown the first time, the excellent window-trim here shown was produced.

One of the features of the display was a MAZDA lamp and equipment for photographer's use. The picture here shown was taken by the light of one 1000-watt blue-bulb MAZDA, with an exposure of less than 4 seconds. The window is a large one, measuring 16′ x 12′ x 7′.

An article on this display was published in the Electrical Review and Western Electrician.

To us, it carries two morals: First,—do not destroy lamp lithographs, for after a few months they are "new" again. Second, show the public the superiority of nationally advertised goods, by advertising the fact that *you* handle them.

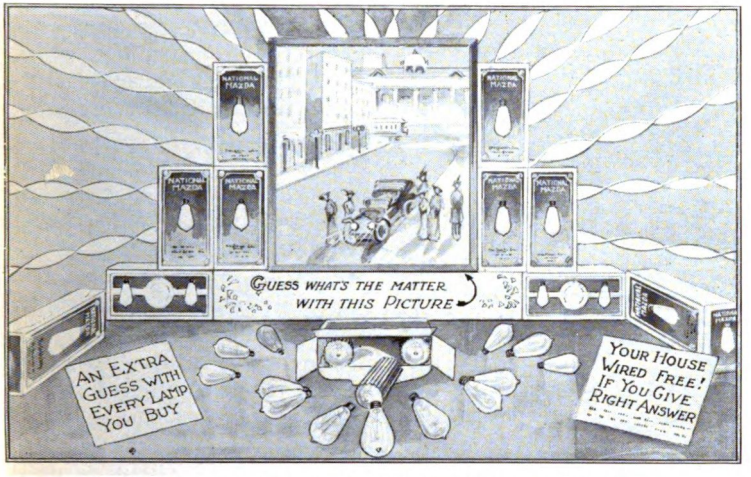
Digitized by Google

DISPLAYS for this MONTH

A Display That Interested 8000 People

The universal interest in guessing contests accounts for the success of the inexpensive display sketched on this page. K. F. Klopp, of the City Electric Company, Olean, N. Y., says:

"In preparing this scheme, which brought ample returns in Fostoria lamp sales and other business, we obtained from an automobile company a small poster, showing one of their cars. Next we secured several fashion plates from a tailor.



What Is Wrong in the Picture Shown in This Window? 8000 Guesses Failed to Bring the Correct Answer

"We cut out the auto and the fashion figures, and arranged the whole (by pasting on to a large white cardboard) so as to have the subjects standing around the car. Incidentally we wired in two 1.5-volt battery lamps for the headlights.

"We then had an architect sketch up the balance of the cardboard so as to represent a city street with buildings, the auto standing *on the wrong side of the street.*

"We surrounded the picture with a big display of lamps, and a placard reading '*Guess what is the matter with this picture.*'

"One guess was free, and an extra guess for every lamp purchased. For a prize, we offered a complete installation of lamps in the winner's home, or the option of having his house wired free if he would buy his lamps and fixtures of us.

"We had over 8000 guesses, but, strange to say, nobody noticed that the car was on the wrong side of the street. This answer was sealed in an envelope and placed in plain sight with a placard stating it would be opened on a certain date."

Digitized by Google

Customers Have to Dodge Carton

Lamp Carton Hung in Doorway Calls Customers' Attention to Lamps

The most unique idea of the season for lamp sales comes from W. A. Childres, proprietor of the Fort Madison Electrical and Pump Co., Fort Madison, Iowa, *via* W. J. McFadden, Sterling representative.

Mr. Childres first put in a good window display of Sterling MAZDAS, featuring the 27-cent price. He then **suspended an empty carton by a string right in the doorway** so that everyone entering the store had to dodge it.

Of course, everyone who had to duck the carton stopped to see what it was, and, seeing it, thought of lamps even if they had not already noticed the window display.

Can't you imagine the great American sense of wit putting a grin on a fellow's face after he has ducked the carton and realizes it as a clever advertising kink? It leaves him in a good lamp-buying humor.

As soon as the carton was safely passed and the purchaser entered the store, his eyes lighted on a big white sign "Lamps 27 cents" lettered on the glass front of a show case.

After having seen the window, dodged the carton, and glimpsed the big sign inside the store, naturally folks bought lamps. People who, on their way to the store, had no intention of buying them took lamps home in addition to their other purchases.

Try this idea yourself—it is one of those simple things that turn out to be jewels for increasing sales.

983

Is a window lighting reflector. Used with 100-watt MAZDA C Lamps. Low-priced, sells fast, delivers the goods. Ask—

HOLOPHANE WORKS
OF GENERAL ELECTRIC CO.
CLEVELAND, OHIO

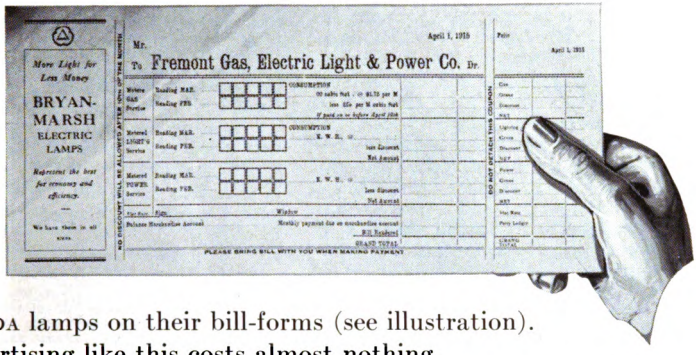
Digitized by Google

Preaches "Better Lamps" on Its Bills

Central Station Does Effective Lamp Advertising at Little Cost

The best time in the world for a man to read an advertisement for MAZDA lamps is when he gets his monthly light bill. Then of all times he is most concerned about checking current waste and increasing his illumination.

The Fremont Gas, Electric Light & Power Company of Fremont, Nebraska, have caught the idea by advertising



MAZDA lamps on their bill-forms (see illustration). Advertising like this costs almost nothing.

We are obliged to Mr. Sam Furst, Manager of the Kansas City Bryan-Marsh office, for calling our attention to the progressive practice above mentioned.

Danbury Seeks Broadway Glitter

Danbury's visitors and passers-by have celebrated its famous slogan sign of "Danbury Crowns Them All". The residents of the Connecticut city have been so delighted with the fame the Doherty sign has brought them that they contemplate informing other parts of the world that do not necessarily use the New York, New Haven & Hartford road by removing the sign to Broadway to let a few hundred thousand other Americans know the great truth. George Williams, new business manager of the Doherty Organization, hopes to persuade Danbury to let the sign remain, but to erect a duplicate on the "Great White Way."

—*The Doherty News*

CO-OPERATION, PROGRESS, QUALITY

Digitized by Google



The town of Shelby, Iowa—possibly on account of its name—seems to have a great affinity for Shelby MAZDA C lamps, writes Howard F. Viot. Although the population is only 800, yet in one day H. H. Jones, New Business Manager of the Red Oak Electric Company, sold five 400-watt lamps, three 200's and five 100's. To make a garden grow, sprinkle it; to make a town go, sprinkle it—with light. An eastern delegate to the San Francisco N. E. L. A. convention noticed store fronts lighted with National MAZDA C lamps in Battle Mountain and other growing cities of 500 along the way.

A carbon lamp which had burned 24 hours a day for 14 years was brought to Cleveland from Columbus recently by John D. Conrad, Shelby salesman, accompanied by Mr. Chapman of the Avery-Loeb Electric Company and Mr. Patton, proprietor of the Chittenden Hotel, from whose establishment the lamp was taken. This 123,000-hour lamp showed no signs of burning out, and might have continued to emit its sickly, inefficient light for another 123,000 hours, had not Fate forbidden. *A long-lived current-thief, certainly—but certainly not a "good lamp," judged by accurate standards.* We hope that no 123,000-hour MAZDA C lamps will be forthcoming in 1929. Wouldn't you rather sell 123 lamps, each living 1000 hours?

Among the "livest" concerns we know is a coffin manufacturer — the Ohio Valley Coffin Company. For publicity purposes this company takes photographs of its product by the light of a blue-bulb MAZDA outfit purchased from the Doermann-Roehrer Company, Brilliant agents served through the Creaghead Engineering Company, Cincinnati.

J. G. Strauss of the Risinger Mfg. Co., E. Liverpool, Ohio, has been mentioned before in these columns as being quick to seize on current events to boost his Sterling MAZDA sales. Mr. Strauss made his latest stroke when a lecture on the U. S. Navy was being given in the local theater. Mr. Strauss took spaces scattered all through the theater program, with such slogans as these: "The U. S. Battleships shown in the pictures use National MAZDA Electric Lamps"; "We carry in stock MAZDA lamps of all sizes," etc., etc.

A. H. Meyer claims that *Trutint* glassware (the glass that makes daylight) is one of the best adjuncts a man can have in selling MAZDA C Lamps. And "Augie" ought to know—for he recently sold 41 *Trutint* units with 500-watt Bryan-Marsh MAZDA lamps to one of the largest engraving plants in Chicago.

Mr. Harve Hill, of the Hill Electric Company, Wellington, Kansas, declined at one time to handle MAZDA C lamps because he supposed their price was higher than any of his customers would pay. Finally he decided to order a few and inserted an ad in the newspaper about them. Since then he has been selling Peerless MAZDA C lamps like hot cakes, and has been compelled to wire for his third big consignment.

The atmosphere of Asheville, N. C., seems to act as a good sales tonic on the Piedmont Electric Company, the big Asheville agency for Banner MAZDA lamps. Some weeks ago two important conventions, one of Central Station Managers and the other of Cotton Mill Superintendents, were held in Asheville. The Piedmont Electric Company seized its opportunity, called in all of its salesmen, and made things so lively that the conventioneers went back home feeling that the "Piedmont" is one of the most progressive electrical companies in the South. Incidentally the company won a $100.00 cash prize offered by the Hotpoint Electric Company for the best window display. This window was later photographed by the light of MAZDA C lamps.

"It certainly pays to demonstrate MAZDA C lamps," says A. J. Grimm. E. J. Burke, city salesman, Utica Gas and Electric Co., and Mr. Grimm placed Fostoria MAZDA Cs in the windows of 37 merchants. 36 of the merchants bought the lamps and over 25 of the 36 ordered additional lamps to equip their windows completely.

Digitized by Google

How "Quick Turnover" Increases Profits

Why It Does Not Pay to Have Goods Stay on Your Shelves a Long Time

In "Kellogg's Square Dealer" for May, 1915, the following clear and forceful discussion of Profit and Turnover first appeared. We reprint it because of its close application to the business of selling electrical merchandise. Words in italics are of our own authorship; the rest is quoted.

Profit is a thing of two dimensions.

To judge profit by the difference between cost and selling price is like talking about a lot one hundred feet long,—you don't know the size of the lot until you also know its width. To judge the profitableness of any article of merchandise you must know not only its percentage of profit, but also its Turnover.

A lot 50 feet wide and 100 feet long is the same size as a lot 100 feet wide and 50 feet long. In the same way an article that pays 10 per cent profit and is turned over ten times a year is just as profitable as one that pays 20 per cent profit but turns over only five times a year.

That is the feature that makes the fast-moving advertised specialty so profitable—the Turnover. The profit is not always so long as on some other goods—but it's wider.

For example, consider automobile lamps. The garage or dealer who handles, say one $15.93 standard assortment of our MAZDA auto lamps per month (see page 7) has an average investment of $15.93 in auto lamps. He makes a profit of $8.57 a month, or $102.84 a year, a return of 645 per cent on his investment. With an old-fashioned stock of auto lamps, purchased at random from every salesman who happened along, the dealer's investment would be larger—$30 very likely— and would turn over only once in two or three months, because of the many slow-moving styles. The yearly percentage profit on his investment would thus be only a quarter or a sixth as much as if the dealer were handling our selected assortment.

As a second example, consider MAZDA lamps, handled on the consignment basis. Here the agent has no capital invested in lamp stocks; his percentage profit might be said to be "infinitely large"—which is one great advantage enjoyed by every MAZDA lamp agent. However, he has a certain investment in shelf-room, window-display and newspaper space, etc., so that the fast-moving, staple, nationally-advertised National MAZDA lamps give him a far greater return on this investment than any slow-moving, shelf-warming consignment proposition could bring. And the more he pushes his National MAZDA lamps—



Digitized by Google

the faster he makes his consigned lamp stock turn over — the greater percentage profit he realizes on his investment in counters, shelves and display space.

It isn't the amount of profit or the price of the article that counts most. The thing that counts is the Turnover. To illustrate:

John Jones bought a farm for $10,000. The next month he sold it for $10,500.

He made a profit of 5 per cent on the sale. But the turnover paid him an interest on his investment at the rate of 60 per cent per annum,—for he made his 5 per cent in thirty days.

His neighbor, Tom Smith, bought timber land for the same amount—$10,000. He held it ten years and sold it for $20,000.

"Clever speculator," his friends said, for he doubled his money.

But it took him ten years to do it. In the same ten years John Jones, investing his capital at the rate of 5 per cent a month, had made a comfortable fortune. He turned his capital of $10,000 into $20,000 in a little more than one-tenth the time it took Tom Smith.

The difference was all in the Turnover.

Many *dealers* make the mistake of giving all their attention to just one thing—the profit the goods pay.

It's a fatal mistake.

For the profitableness of any article can only be gauged by considering each of two important points—the percentage of profit and the Turnover.

Profit is a thing of two dimensions.



A Glorious Fourth in "Lampville," Ohio

Warren, Ohio, had a jollification on July 5th, under the auspices of the Warren Jovian League. The object of the Jovians was to dedicate "Packard Park," a gift to the City of Warren from W. D. Packard, who is a Jovian himself, and with his brother the pioneer of the lamp industry in Warren.

Sports, fireworks and parades marked the day. All of the local National Lamp people co-operated royally. Floats, one of which is here shown, won prizes for the Sterling Division.



Digitized by Google

Unconventional Portraits of Stimulator Correspondents ▼ ▼ *C. Edward Fee*



Slowly swaying in a hammock,
Underneath a tree,
View that valiant N. Y. Sunbeam,
C. Edwárdus Fee.

Far away from noisy West Street,
Far from H. B. V.,
Edward finds this balmy rest sweet,
Brief though it may be.

Stimulator correspondent,
Surely this is he,
Man of plunge-bath tonic letters,
Virile Edward Fee.

Don't forget this portrait smacks of
Inconsistency;
Resting comes but precious seldom
To C. Edward Fee.

Oftener he's on the war-path,
Armed with MAZDA C,
Seeking, like the light-god MAZDA,
Immortality.

"Simple life" has its enchantments,
Wife and 'phone away;
Just to hold life in "fee simple,"
Fish, or "yarn" all day.

Sunbeam Boosters call him "hummer"—
National Quality,
If you'd see an up-and-comer,
C. Edwárdus Fee.

772524
Digitized by Google



Win a Set of MAZDA Jewelry!

A SET of MAZDA gold-and-white enamel jewelry consisting of cuff links, stick pin and tie clasp may be yours in exchange for an idea that can be used by other National agents or customers in stimulating the sale of MAZDA lamps during the holiday season.

Thinking about selling lamps at Christmas time is a cool occupation for a hot summer day, and your brain-throb will bring you the right to wear this jewelry in case we pass your idea on to the 20,000 readers of the *Stimulator*.

Twenty-nine awards of jewelry were made last month. If you have already won a set—try again; we will pay you in cash if you win this time.

Any sort of a plan, just so it aims at more lamps sold during the holidays, will fill the bill.

Surround an idea and mail it to us today.

NATIONAL MAZDA STIMULATOR

NELA PARK — **CLEVELAND**

Published by National Lamp Works of General Electric Company
Member of Society for Electrical Development—"Do It Electrically"

Digitized by Google

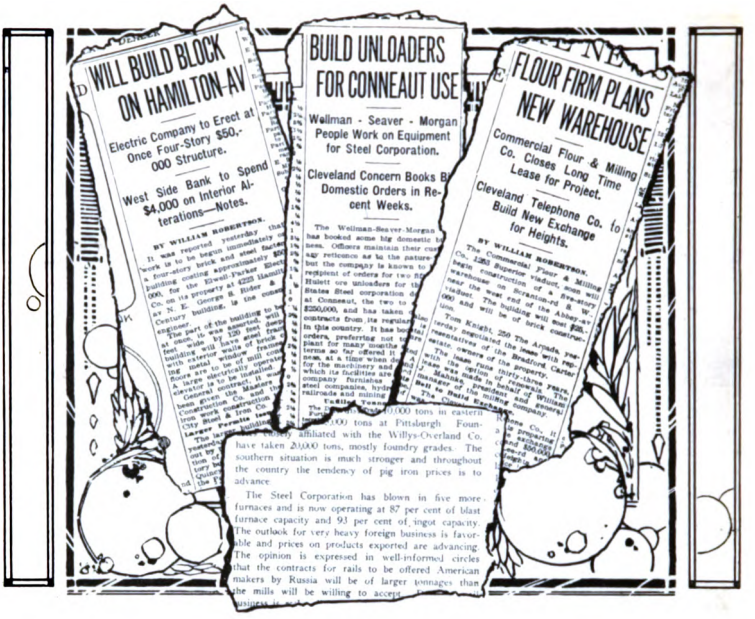


Factory Lighting Number

The Stimulator

September 1915

Digitized by Google



Brisk Building Enlarges Lamp Market

THE above clippings, taken from recent newspapers selected at random, are representative of hundreds that are reporting the vast amount of factory construction and enlargement work now going on throughout the country. Added to all this work, there are thousands of industrial buildings which now exist only as sketches or blueprints, but which will be erected in the near future.

Typical of other construction items recently noted are the following:

The American Can Company's Geneva (N. Y.) plant to be enlarged three-fold.

The Willys-Overland Company is erecting additions to cover 23 acres of floor space in Toledo, Ohio.

The Crucible Steel Company has a new plant rising at Harrison, N. J.

The Union Paper & Twine Company, of Cleveland, has construction plans in prospect.

The Baldwin Locomotive Works are building and remodeling at several points.

The American Radiator Company's new plant at Bayonne, N. J., is practically completed.

The new factories—and they range in size down to the smallest shops—must be lighted; many of them for twenty-four-hour service.

Can you not read, between the lines, a tremendous sales opportunity for all sizes of MAZDA C lamps?

Digitized by Google

National Mazda Stimulator

A Publication with a Purpose—To Promote Your Lighting Profits

Distributing Office: Nela Park, Cleveland. Other Offices: All National Quality Divisions. One Dollar per Year. Gratis to all Concerned in the Promotion of National Quality Products

VOLUME 4 SEPTEMBER, 1915 NUMBER 2



Contents

	Page
Cover (Industrial Scene)	1
Brisk Building Enlarges Lamp Market	2
Some Lamp Selling Specialties	4
Industry, Reviving, Needs MAZDA C	5
Where is Your Biggest Lamp Market?	6-7
How to Reach Your Biggest Lamp Market	7
Turning Small Lamps Into Big Dollars	8
What's New in National Quality	9
Industrial Plants Demand Better Lighting	10-11
Zim's "Thanksgiving-Prosperity" Window	12-13
All Hail, The Lighted Baby Carriage!	14
"Nine Eighty-three"	14
Echoes From the Firing Line	15
Some Good Window Displays for This Month	16-17
Match Colors at Night? Get Trutint	18
MAZDA C Lamps in Reo Auto Factory	19
A Worthy Mazdafying Feat	20
Carton Badge Gives Prestige	21
Hylo Economical Lamps Good Profit Makers	21
How MAZDA C Lamps Ended a Contractor's Troubles	22
"Unconventional Portraits of *Stimulator* Correspondents"	23
The Contest Page	24

Digitized by Google

Manufacturers of

ILLUMINATING SPECIALTIES
TRUTINT UNITS
COLOR MATCHING UNITS
PHOTOLITE STANDS
PORTABLE LAMPS
CANE GLASS



Nela Portable
No. 0507



Nela Portable
No. 0511



No. 734



No. 748



No. 796

For Accurate Color Matching ("North Skylight")
Trutint Units No. 734 and 796

For General Illumination ("Noon Sunlight")
Trutint Units Nos. 722, 723 and 748

Just a few of our products are illustrated above
For full information, address

NELA SPECIALTIES DIVISION
National Lamp Works of General Electric Co.
NELA PARK CLEVELAND, OHIO

Digitized by Google

Industry, Reviving, Needs MAZDA C

Yours is the Important Mission of Providing
Light for Growing American Manufacturing



WHAT'S all that bustle, just around the corner?" I asked a native son of Mansfield, Massachusetts. "Oh, just 'n addition ter th' Tap-and-Die Works—runnin' full time an' then some, nowadays," was the reply, delivered with a wink that could readily be interpreted to mean "big orders."

But Mansfield, Massachusetts, is not the subject of this article—it is cited merely as a random instance of what is happening all over this country. Big contracts are becoming so common that they hardly excite comment any more. And every big contract entails an array of smaller sub-contracts, supported by a host of still smaller sub-sub-contracts. All of which is responsible for the jumps in industrial stock quotations, the voluntary increases in wages, and the big grist of factory construction and equipment work that feature the Fall business situation.

Herbert Rosenthal, financial editor of the Cleveland Plain Dealer, says that business resulting from European orders "has produced an era of plant construction in the steel and munition industries. This, added to routine construction, makes the present a time of considerable industrial building activity."

He who does not see a tremendous MAZDA C industrial lighting opportunity in all of this activity deserves as many epithets of glass-eye blindness as the ball fans hurl at a wavering pitcher.

Do you fully realize the importance of your mission, as a MAZDA C lamp man, to the American manufacturer? He is striving to get his production costs down to rock bottom—permanently. Only in this way can he *hold* his advantage over the European manufacturer, in both foreign and domestic trade. You agents—you salesmen—hold the MAZDA C lamps that will help wonderfully in reducing production costs.

Concerns like the Ford Motor Company, the U. S. Steel Corporation, and others that strive for top-notch efficiency, have long insisted on National MAZDA lamps for their factories. American industry needs more shops that will follow their example. Good light reduces spoilage—and spoilage and wastage *must* be reduced if we expect to approach the German standards of commercial efficiency, or the French standards, either. Fully three years ago the Government of France appointed a commission to investigate the illumination of French factories.

Investigators state that good lighting conditions will increase the output of an ordinary factory by from 8 to 15 per cent. In these days when many contracts are being turned down through inability to make delivery within the specified time, nothing short of the best lighting should be considered.

Your ammunition for factory lighting consists of the National Quality MAZDA C lamp—in sizes from 1000 watts down—plus the standard makes of industrial reflectors. Our Engineering Bulletin No. 20, furnished on request, contains technical data that will usefully supplement your personal sales efforts.

Make arrangements to learn of all the building permits that are issued in your vicinity, and then go after their lighting contracts with all your might and MAZDAS. Wherever the scale of operations will warrant, our engineers will gladly prepare factory illumination layouts for you, free of charge.

Let us each do something towards lighting the road to American industrial supremacy.

Digitized by Google



Reading National MAZDA Ad in the *Post* Reading Your Ad in the Newspaper

Where Is Your Biggest Lamp Market?

WHAT class of customers uses the most lamps in your community? It's a pretty important question to you readers who want to stimulate your sales. We believe we can answer the question, for we recently conducted an investigation which indicates that 60 per cent of the lamps sold in the United States are used **in residences.**

Since 60 per cent of the lamps sold are used in the homes, the simple conclusion is that 60 per cent of **your** lamp business (if you are a typical distributor) is ultimately transacted **over a retail counter**. How do you reach this trade? Do you wait for it to come to you or do you reach out after it?

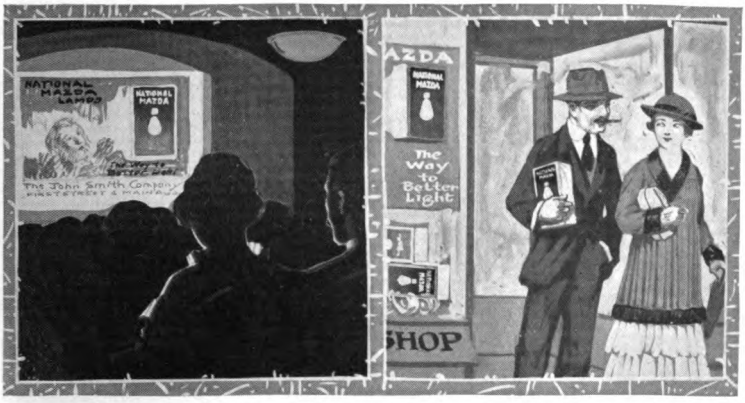
You do not "kid yourself" that National MAZDA lamps are used in all of the residences that use electric light, do you? Investigation shows that there are still **four carbon lamps to every MAZDA** in the average American home. Don't you think that the number of MAZDA lamps in homes in your city could be greatly increased if you were to supply, by advertising, the final link in the "buying chain" that should connect the householder with your place of business?

For illustration, L. J. Brown, Sunbeam Booster with the Western Electric Company, San Francisco, says:

"It was a little over a year ago that we interested one agent in stimulating MAZDA lamp orders in outlying residential portions of this town. Here was a wonderful opportunity, and in no length of time carbon lamps were rapidly replaced by the efficient MAZDAS."

You could reach the residential business by going to the houses and soliciting the business and no doubt you could get it. But why not talk to many prospects at once instead of one at a time? How can you do it? Through your local

Digitized by Google



Your Ad on the Screen at the Movies Then More MAZDA Lamps go into the Home

newspapers—which reach the very people you want for an audience for your lamp story that connects you with the nation-wide advertising done in *The Saturday Evening Post* and other magazines. You can use lantern slides too—they are effective in the residence districts, for the whole family goes to the movies. Your display window also talks to many at once. The point is, reach the real consumers, the 60 per cent class, with your story, and watch your sales grow.

How to Reach Your Biggest Lamp Market

THE fame of National MAZDA lamps will be heralded throughout the United States during September, October, November and December in over nine million copies of four leading national weekly and monthly periodicals. These publications, *The Saturday Evening Post*, *McClure's*, *Literary Digest* and *American Magazine* reach practically the entire lamp market of this country and cover **most effectively that 60 per cent portion of the field—the residences where electric light is used.**

Will you benefit by this great National advertising force? You will benefit only as you connect up with it—only as you supply your own link in the MAZDA buying chain.

Connect your business with the name National MAZDA by ads in your local newspaper. Tell the people who pass your window that you sell National MAZDAS, by keeping up a good MAZDA display, one that connects you with the big ads in the magazines. Use the *Saturday Evening Post* trims.

Bring your name and National MAZDA together before the lamp buyers at the moving picture shows—use lantern slides—they are effective. To get results, it is vital that you combine your efforts with the great nation-wide plan to tell the people about National MAZDA. Are you ready?

Digitized by Google

TURNING SMALL LAMPS INTO Big Dollars

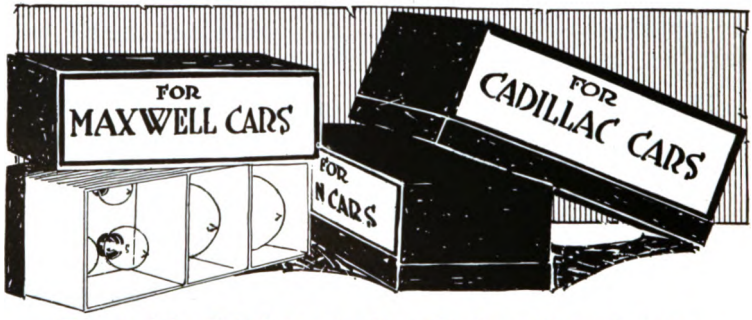


Window Display that Catches Motorists

THE big margin of profit in National MAZDA auto lamps makes this an especially desirable field to cultivate.

A good window display will help immensely; here is a tried and tested window for very little expense or trouble:

Cover the floor of your window with red crepe paper and put a small box covered with white crepe paper in the center; place upon the box your National MAZDA auto lamp display cabinet and place around it several of the small auto lamp chests, some of them open showing the six lamps which each contains. Mark the tops of the lamp chests, in big letters, FOR OVERLAND CARS, FOR CADILLAC CARS, etc., according to the rating of the lamps packed in the different chests.



Portable Lighting Outfit for Physicians

RECENTLY Mr. P. C. Wallichs, a lamp agent in Fond du Lac, Wis., was called upon by a local physician to supply some sort of emergency lighting outfit which could be transported to a near-by country home and used during an appendicitis operation.

Roy Johnson, of the Bryan-Marsh sales force, says that Mr. Wallichs hit on the plan of using a 6-volt, 15 candle-power MAZDA auto headlight lamp with about 75 feet of lamp cord, so that the lamp could be lighted from the storage battery on the doctor's automobile standing near the house.

The operation was entirely successful and the physician was so pleased with the lighting outfit that he decided to keep it for future use.

Mr. Wallichs has since sold four similar outfits to other physicians.

It is a simple matter to make up such an outfit, and it can be sold at a good profit to country surgeons.

Try this new business-getting idea.

Digitized by Google



Machine for Showing Advertising Slides in Theatres

THE use of advertising slides in moving picture shows has reached such proportions that several stereopticon machines have now appeared on the market for the purpose of displaying slides continuously on a small auxiliary screen while the moving picture show is in progress. One of the latest of these machines is manufactured by Geo. Evans, Schiller Bldg., Chicago. It holds twenty standard slides.

The Commonwealth Edison Company is using several of these machines in its display rooms and others are in use in various Chicago movie shows.

The lantern contains a 250-watt MAZDA stereopticon lamp and is entirely automatic in its operati n. It looks like a good boost for lantern slide advertising.

Are You Doing It Systematically?

WHEN anything really big is accomplished, it is as a result of well-formed plans. Is your campaign for making industrial plants bright with MAZDA C lamps going to be managed according to a predetermined system which covers every possible contingency that may arise? If you wish any suggestions for planning and operating an industrial lighting campaign to supplement your present plans, or if you wish a systematic outline for covering all the details of such a campaign, just remember that our Publicity Department can supply your particular needs. This is the MAZDA C season—make the most of it.

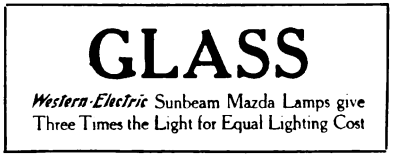
Outlines, suggestions or complete plans for store lighting, house wiring, window lighting and many other business-building efforts can be supplied upon request.

A Suggestion for Form A Agents

HOW to distribute lamp folders or blotters so that they will do the most good is a problem. A. E. Scheffler of the Electrical Engineering Company, Bryan-Marsh agents in Minneapolis, suggests that when selling lamps over the counter it is often well to slip a piece of literature just inside the carton. It will find its way into the home, and be read just when the customer is thinking most about lamps. Try it.

A Suggestion for Form B Agents

THE colored paster here shown is being used by the Western Electric Company on all shipments of lamps, reflectors, insulators, battery jars, and other glass merchandise. This is just one of the many little ways in which jobbing houses can "slip in a boost" for the lamps that they handle, as agents.



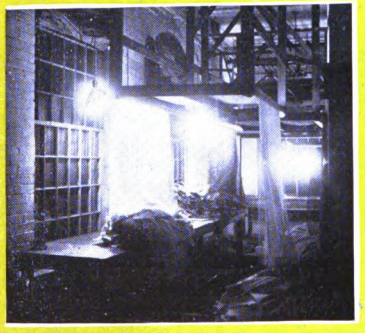
Digitized by Google

H. ZOLE MILLING CO. CHESTER, ILLINOIS. LIGHTED WITH BANNER MAZDA LAMPS "NATIONAL QUALITY"



IRON WORKS —IN A WELL KNOWN NAVY YARD LIGHTED BY 1000 WATT BRYAN-MARSH MAZDAS "NATIONAL QUALITY"

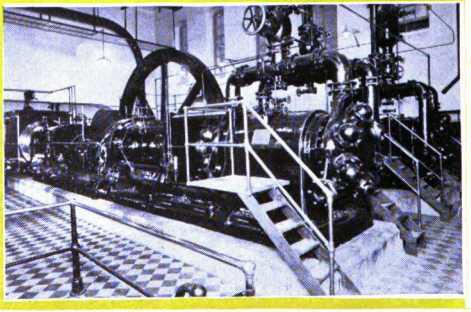




PROMINENT industrial concerns all over the United States are now using National MAZDA Lamps and can testify to the tangible benefits derived from up-to-date lighting. Glimpses of just a very few of these well-known factories are given in the surrounding pictures.

Not only does an installation of National MAZDA C lamps in well-designed reflectors permit night work to be done without eye-strain and

CLEVELAND WORSTED MILLS PERCHES LIGHTED BY #796 TRUTINT UNITS WITH 400 W BUCKEYE MAZDA "C" LAMPS "NATIONAL QUALITY"



ENGINE ROOM-LEISY BREWING CO 750 WATT-BUCKEYE MAZDA "C" LAMPS "NATIONAL QUALITY"

Digitized by Google



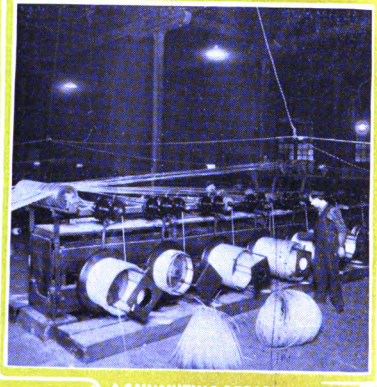
THE BOURNE-FULLER IRON AND STEEL PLANT, CLEVELAND ILLUMINATED WITH BUCKEYE MAZDA "C" LAMPS "NATIONAL QUALITY"

MAZDA LAMPS IN IVANHOE METAL REFLECTORS AT LONG ISLAND KNITTING MILLS BROOKLYN



with less danger of accident, but it actually enables more work, of better quality, to be turned out in a given space of time.

Tell the factory and shop owners in your own vicinity about the countless flourishing plants that have put the ban on inefficient lighting systems, and so have adopted National MAZDA Lamps. You can secure many large orders for National MAZDA C Lamps by the aid of these examples.



A GALVANIZING DEPARTMENT OF AMERICAN STEEL AND WIRE CO. LIGHTED BY NATIONAL MAZDA LAMPS



A WELL KNOWN AUTOMOBILE GEAR FACTORY—LIGHTED BY STERLING MAZDA-100 WATT LAMPS "NATIONAL QUALITY"

Digitized by Google



Zim's "Thanksgiving

FROM about Thanksgiving time, electrical conveniences will be the topic of interest at thousands of firesides. November 29th is the first day of the much-advertised "Electrical Prosperity Week."

I have designed a window that will enable you to cash in on all this Electrical Prosperity talk, by tying your store window to the most used and best known electrical device, the National MAZDA lamp.

Thanksgiving is typified in the window by a huge picture of a turkey-gobbler.

We will furnish a six-color Prosperity window hanger besides the lithographed turkey and other material necessary. An instruction sheet with full directions accompanies each display.

Build the trim early in Thanksgiving Week—say November 22nd—and leave it in right through Prosperity Week, November 29th to December 4th.

Digitized by Google



-Prosperity" Window

I suggest that the coupon be mailed today, "lest you forget." And remember that lamp windows require lots of cartons, so save the empty ones!

Yours truly, —*Zim*

National Mazda Stimulator,
Nela Park, Cleveland.

Please send me the materials for building the "Thanksgiving-Prosperity" Lamp Window. I understand this material is being paid for by the Division whose lamps I handle.

(**Important**)
We handle
_____Brand
Mazda Lamps.

Name _____

Company _____

Address _____

Digitized by Google



All Hail, the Lighted Baby Carriage!

THE Cleveland newspapers contain an account of an electrically lighted baby carriage. This is a hopeful sign. Other babies, hearing of this progress, will no longer use unlighted carriages.

For years all vehicles but baby buggies have been lighted after dark, but the insidious baby cab, speeding down a dark sidewalk with rubber-tired tread, leaps upon the unsuspecting pedestrian, leaving him a moaning, mangled thing marked forever with the furrows of wheels and the hoof-prints of nurse-maids.

Speeding on, this baby buggy and its joy rider may collide in the darkness with another of its kind. How easily all this carnage could be avoided by the use of electric lights!

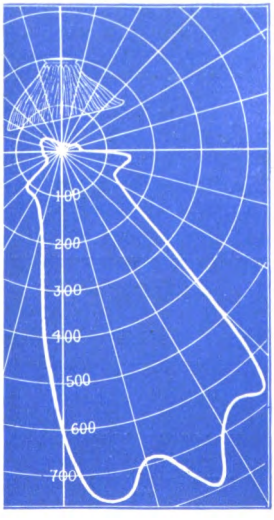
Let every lamp man and every baby raise a mighty cry for new laws compelling lights on baby carriages. Let every baby keep to the right and honk twice when approaching a pedestrian, waving his arms only when about to turn a corner.

2,500,000 babies a year are born in this country. 2,500,000 baby carriages—by all means let's put a MAZDA lamp on each one, we lamp men need the money.

W. E. Underwood

"Nine-Eighty-Three"

NINE-EIGHTY-THREE is the number which means increased sales of 100-watt MAZDA C lamps. For 983 is the new Holophane prismatic angle reflector for show window lighting.



The 100-watt MAZDA C lamp has thoroughly proved its merits for this kind of service; and this new reflector is designed to utilize the efficiency of the lamp to the highest possible degree.

The most striking feature of 983 is the V-shaped point to which the glass is shaped on one side; and this is the secret of its ability to throw a concentrated stream of light back into the window while the lamp hangs pendant.

983 is easy to install. It is efficient when put into place, and will remain so indefinitely; for it is made of pressed glass sufficiently strong to survive rough service, and it is not affected in any way by the heat of the lamp. It is easy to clean, although its reflecting power is not diminished by dust. And finally, 983, while high in efficiency, is very low in cost.

The August number of "Holophane Hunchman" tells still more about "983". Send for it.

T. W. Rolph, Comm'l Eng'r.

Digitized by Google



FLLING off a log is said to easy, but selling 100-watt MAZDA C lamps is even easier, according to A. W. Spaht, General Manager of the Tyrone Electric Company of Cristopher, Ill., a small mining town. This company has sold several cases of 100-watt Buckeye MAZDA C lamps and expects to double its sales during the coming year in spite of carbon lamp competition from the local five-and-ten-cent store.

Owing to the interest manifested in color in lighting, Mr. M. Luckiesh, Nela Research Laboratory, has prepared a 400-page book with 135 illustrations on "Color and Its Application," which will be published by D. Van Nostrand & Co., New York. The book is written as plainly as is consistent with accuracy of statement. Mr. Luckiesh's book will be welcomed by all who are interested in the science of color.

Wednesday, August 18th, was a gala day for Youngstown, Ohio—the home of Banner MAZDAS. Youngstown's White Way was dedicated on this date. Two hundred and fifty-seven 1000 candle-power, 288-600 candle-power and 3200-100 candle-power series MAZDAS illuminate nearly two hundred miles of streets. "Youngstown is now an exclusively MAZDA lighted city," says Mr. A. K. Osborn of the Banner Division. How about your city?

The annual National Convention of the Illuminating Engineering Society will be held in Washington, D. C., September 20th to 23d.

Mr. F. J. Blaschke, whose work with the MAZDA Bureau has brought him into touch with many of our Coast readers, is now on the staff of the *Stimulator*, in Cleveland, where he will be glad to serve them in any way possible.

Hist! No, make it two Hists! Keep your eyes and ears open for a great big surprise that will interest every agent and the employees of every agent who sells National MAZDA lamps, and every central station that buys them on contract. It's coming soon. Perhaps you will know about it before then, but don't fail to look at pages 2 and 3 of the next *Stimulator*.

The Columbia Lamp Division has moved into new quarters at 1201 Title Guaranty Building, St. Louis.

That the C. W. Meikel Co., Banner agents, Indianapolis, are "live ones" is evidenced by the fact that they "keep moving." In order better to handle their steadily increasing business, this firm recently moved to larger quarters. They immediately issued an announcement on a specially designed letterhead, illustrating the transfer of a complete stock of Banner MAZDA lamps to the new site.

Mr. Chas. B. Rule, Manager, Independent Electric Supply Co., Sunbeam agents, St. Anthony, Idaho, believes firmly in using the Proper Lamp for the Circuit and uses the "Proper Lamp" idea to sell more MAZDAS. His method is to mail return post cards to prospective customers announcing that if the card is returned a lamp specialist will call, test the voltage and insert the proper lamps. It gets the business; why not try it?

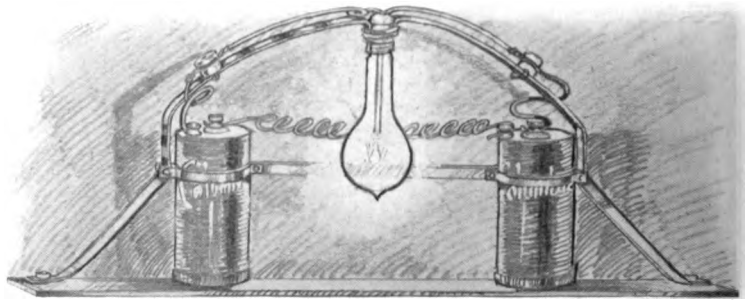
Digitized by Google

Some Good Window

Effective Store Front Display

A SIGN that is not a sign but which makes every passer-by stop and look has been used by the Elsmere Electric Company of Elsmere, Delaware, agents for Peerless MAZDA lamps.

Mr. Robert J. Forman, president of this up-and-doing concern writes that they put up a wooden platform about



A Lighted MAZDA C Lamp with "Fake" Connections to Dry Cells Advertises Batteries and Lamps

nine feet long over their door on top of the awning frame and mounted on it two large dummy dry batteries, holding them in place with strap iron. The batteries were further strengthened at the sides with 1¼" x 1¼" iron braces and an arch of the same material was placed over the batteries to support a 400-watt MAZDA C lamp, with concealed wiring. A big metal sign beneath read: **"This is the New MAZDA Lamp."**

The display attracts attention because of its size, brilliance and because it is not right on the front of the store but on the awning frame out even with the curb of the street. Many people stop and speculate as to how such a great big lamp can be lighted from dry cells!

The store is on an automobile thoroughfare and sales of dry batteries have increased since this display was put up. Sales of MAZDA C lamps to store owners and of other lamps for homes, offices and manufacturing plants may be traced to the interest created by this outdoor advertisement.

This display is an excellent example of ingenuity in planning a window display. The display itself is neither elaborate nor expensive but it attracts attention and delivers the message that brings in buyers for MAZDA lamps, which is the primary object of all displays. Can you equal it?

Digitized by Google

Displays *for this* Month

Make Your Halloween Window Display Sell More MAZDAS

OF course you believe in using seasonable window displays to help you sell more National MAZDAS—and you will soon be looking for a Halloween window idea. Here is a good one submitted by John E. Hess, Lancaster Supply and Construction Company, Brilliant agents, Lancaster, Pa.



A Halloween Window Display that will Bring More MAZDA Business

Can't you use it to boost your MAZDA business for the final week of October?

All you need is an ordinary wash-tub, some Blue Convenience-Cartons, a boy doll, a few apples, paper skulls, jack-o'-lanterns and placards calling attention to your brand of lamps. One placard reads: "A Wise Man Goes After MAZDA Lamps as a Child Bobs for Apples!"

Place the tub, partially filled with water in which apples and MAZDAS are floating, in the center of the window. Stand the boy beside the tub. Build a background of cartons with the labels toward the street. Place jack-o'-lanterns and skulls containing MAZDAS burning in flashing sockets on the floor of the window and hang them from the ceiling. Arrange placards so as to be read easily from the street and you have an attractive window that will pull more MAZDA sales for you.

Mr. M. G. Goldback, President of the Atlantic Electric Co., Sterling agents, Norfolk, Va., is a firm believer in seasonable window displays. Last year he put in an elaborate Halloween display, the principal features of which were two small cardboard houses with translucent windows. One house contained a carbon lamp, the other a MAZDA. Cartons, black and yellow crepe paper and a lighted pumpkin jack-o'-lantern completed the display.

Halloween furnishes an outlet for all of your National MAZDA window trimming ingenuity.

Digitized by Google

Match Colors at Night? Get Trutint

Trutint Units Plus MAZDA C lamps Give Daylight—Good Profit in Trutint Sales



Trutint Units and 750-watt National MAZDA C Lamps Make Daylight in This Clothing Store

"THE mills of the gods grind slowly, but they grind exceeding small." The present money-making opportunities in Trutint glass are apt to obscure the fact that for years Dr. H. E. Ives and M. Luckiesh of the Nela Research Laboratory labored at their experiments before the right chemicals and processes were found that finally made Trutint a commercial success. For many centuries certain industries have been dependent on daylight for the matching of colors—yet today you have at hand a final, thoroughgoing solution of their difficulties, in the 400, 500, 750 and 1000-watt MAZDA C lamps—plus Trutint, "The Glass that Makes Daylight." Trutint is here, and here to stay. Here are just a few of the places where Trutint MAZDA C units are now proving themselves indispensable:

In the dye-room of a New Hampshire paper mill; above the platen color-presses of the Colonial Printing Company, Cleveland; in the laboratories of the U. S. Steel Company, Canton, Ohio, the Loose-Wiles Biscuit Company, New York and several paint manufacturers of national importance; over the perches of the Cleveland Worsted Mills and the inspection tables of the English Woolen Mills; in the autopsy rooms of Lakeside Hospital, Cleveland, and of Western Reserve Medical College; over the diamond counter of the Webb C. Ball Jewelry Company; over the necktie counter of the MacAdams Clothing Company; and for such varied purposes as to help cigar manufacturers strip tobacco at night, o help a chiropodist cut corns at night, to help dentists match teeth at night, to help students study art and horticulture at night, to help paperhangers display their goods at night and to help launderers impart their famous flexible finish to the product of Troy, New York.

Three Trutint units with 750-watt Columbia MAZDA C lamps give a daylight atmosphere to the suit department of J. Strouse & Son, McPherson, Kansas, whose store is shown in the above photograph, for which we are indebted to Mr. C. Murphy. How long do you think up-to-date clothiers will keep on inviting their customers to "Just take it to the door, Madam, if you want to see how it looks in the daylight"?

The list above given makes it evident that Trutint should sell very readily to manufacturers—particularly textile manufacturers. Now that European dyes and textiles are largely shut off, we are trying with all our might and main to learn how to make things well and efficiently. "Made in U. S. A." must stand for quality textiles—and there must also be a profit. Trutint color nspection will help.

Trut'nt glass is furnished as an integral part of some fifteen different catalogued units, for various purposes. Two little price-list folders, entitled "*How to Get Genuine Daylight in Store Illumination*" and "*Duplicating Daylight*," contain essential data. You can get them by writing to Mr. C. W. Bender, Nela Specialties Division, Cleveland.

Trutint opens a new field, bristling with opportunities for MAZDA C sales. Will you evade it, or will you invade it?

Digitized by Google

MAZDA C Lamps in Reo Auto Factory

Industrial Efficiency and National MAZDA C Lighting Go Hand-in-Hand

THE automobile industry demands continual progress; in fact there are as many new kinks in the manufacture of automobiles and auto equipment as there are in lamps and lamp making. It is therefore fitting that the latest development in National MAZDA lamps should be found aiding in the production of the latest high class motor cars. This is the case, for W. J. Trott, Fostoria salesman, reports an up-to-date MAZDA C installation in the Reo Motor Car plant at Lansing, Michigan.



Section of Reo Motor Car Factory, Lansing, Mich. Lighted with National MAZDA C Lamps

The view shown on this page is only one department of a large, modern automobile plant where the efficiency necessary to the successful production of motor cars, in the keen competition that must be met, is aided by the use of high efficiency MAZDA C lighting. Another evidence that MAZDA lighting goes hand-in-hand with high efficiency in industrial production is the use of National MAZDA lamps in the Ford Motor Car factory at Detroit, Michigan.

Automobile manufacture is a growing industry and offers continual opportunity for the sale of lamps, especially MAZDA Cs suitable for industrial lighting. Every industrial plant not already lighted with MAZDA C lamps is a waiting prospect for greater MAZDA C sales. The present quality of MAZDA C lamps enables you to attack the job of Mazdafying industrial plants with the confidence that comes with faith in the goods you have to offer.

Figures Show Big Saving for 100-Watt MAZDA C

SPEAKING of chasing 100-watt MAZDA B lamps out of the show window and replacing them by 100-watt MAZDA C, here are some cold, hard figures to prove that any merchant who does this will save money by it:

An installation of 5 MAZDA C 100-watt lamps actually gives *more light* than 6 MAZDA B lamps. In the former case the total candle-power (spherical) is 500; in the latter, 492. The superior brilliancy and whiteness of MAZDA C light, of course, make the contrast even more striking. But, for the moment, let us disregard everything but candle-power.

On a 10-cent lighting rate, the 5 MAZDA C lamps would cost the merchant $55.00 for current and renewals, every thousand hours' burning. The 6 MAZDA B lamps would cost him $63.90, or a penalty of at least $8.90 for hanging on to inefficient lamps.

Even on a 2-cent rate, an actual money saving can still be demonstrated for the 100-watt MAZDA C lamp.

So if your prospect demands proof, give him the proof!

Digitized by Google

2000 MAZDA C Lamps Used Here

A Department Store Mazdafying
Feat Worthy of Duplication

WHAT brings "window shoppers" to the Rosenbaum Company's store in Pittsburgh? Why, the attractive windows, of course! What attracts the evening crowds to these same windows? Why, the drawing power of the effective lighting accomplished by 100-watt National MAZDA C lamps! The wide-awake merchant knows that attractive windows convert "window shoppers" into customers—and no prospects are more subject to persuasion than those who "window shop" in the evening.

The Craig Electric Company, Pittsburgh, Sterling agents, with the co-operation of H. M. Boyle, Sterling salesman, has set a mark for one hundred per cent effective Mazdafication in the lighting of the magnificent thirteen-story Rosenbaum Company department store with National MAZDA C lamps.

Over two thousand units are employed in the illumination of this building, ranging in size from 100 watts to 500 watts, supplying an aggregate candle-power which exceeds the million mark. Two views shown on this page, an interior and a window, photographed by the light of the MAZDA C lamps, indicate the pleasing results obtained.

This excellent MAZDA C installation is a most favorable testimonial to National Quality. The adequate, uniform illumination which it affords is generally recognized as an invaluable merchandizing asset which adds to the comfort of customers and brings dollars to the till. How many locations do you know where this Mazdafying feat should be duplicated?



Views of Rosenbaum Building—Exterior, a MAZDA C Show Window, and an Interior

Digitized by Google

Carton Gives Workmen Prestige

Blue Sleeve Badges Furnished Free to Those Who Like to "Show Their Colors"



HERE'S an original plan, devised by L. C. Kent of the Engineering Department, for keeping the Blue Convenience-Carton before the public. Mr. Kent, who has charge of the National Lamp exhibits at electrical shows, wore at the New York Show last Fall a blue carton decoration sewed to the sleeve of his duster. He says that, besides serving as a means of indentification, the "National Carton Emblem" gets the wearer respect and consideration.

Companies that handle our lamps will find this emblem practical for electricians, chauffeurs, drivers and other employees to carry on dusters, jumpers, and tool bags.

We shall be glad to furnish on application, free of charge, the blue carton emblem printed in washable color on strong muslin, size 2" x 5". Our supply of these cloth badges is limited, so if you wish one or more of them, please get in your request early.

Hylo-Economical Lamps Good Profit Makers

BANG! Sounds like the beginning of a midnight bombardment in warring Europe but it's only the collision of a shin with a chair while the owner of said shin is trying to find a light switch. Now if there had been just a little light — but what's the use, things like that happen to everyone and that's why you have a great field for the sale of Hylo-Economical lamps.

Hylo-MAZDA lamps are simple in construction and afford a combination of regular 25 or 40-watt MAZDAS with lamps of a little over one candle-power without the use of any expensive accessory apparatus. They are two lamps in one bulb and both lamps are of MAZDA construction and efficiency. Don't forget that Hylos are guaranteed.

Hylo-Economical lamps are well described by their name; they afford high and low candle-power in the same unit and do it economically —two essentials which are strong talking points.

For bath rooms, hallways, sleeping rooms, nurseries, sick rooms where only sufficient light is needed to avoid inconvenience, Hylo lamps are invaluable.

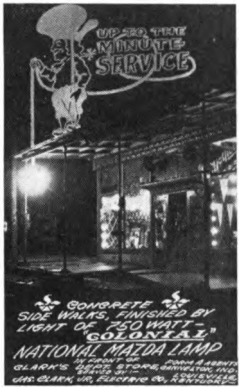
Hylo lamps afford a good profit for the dealer and a great convenience for the user. "Get next" and help your customers avoid bruised shins. The Economical Electric Lamp Division, 25 West Broadway, New York City, or any Electrical Supply Jobber can supply Hylos.

Digitized by Google

Pulls Contractor Out of a Bad Hole

750-watt MAZDA C Lamp Ends Trouble; Sells a Flock of MAZDA Cs for the Lamp Agent

HAVE you sold a 750-watt MAZDA C lamp to every cement contractor in your territory? If not, the following letter ought to help you do it. The writer is Maurice C. Latimer, of the Clark Store, a Colonial MAZDA lamp



Postcard Mailed Out by Mr. Latimer to Blazon the Merits of MAZDA C Lamps

agency in Cannelton, Indiana. Read it; each word is worth five cents.

"The streets of our city were being finished with new concrete sidewalks. Just before the contractor reached our store, on Washington Street, the work was interrupted time after time by heavy rains. Consequently the finishers were far behind schedule when they reached our place, and it was evident that with the amount of work ahead of them they would have to work far into the night. I assured the contractor that there would be no trouble about the night work, and that I would show him after supper what I meant.

"Recognizing my good faith in the matter, since our own sidewalk was to be finished after dark, the contractor, finishers and all went to supper at the regular time. When they returned I was ready for them.

"I had placed a 750-watt MAZDA C lamp in a fixture close up under our front porch, hanging it directly over the work to be finished. Darkness had fallen when the workmen returned. As soon as I saw them coming, I switched on the LAMP. After expressing their surprise, they went to work just as if it were a bright sunny morning. Soon we had a crowd of curious onlookers, all of whom were told that the work could not have been finished without the wonderful new light.

"By 11 p. m. the job was completed, but the crowd was still with us. It now included many of our leading business men, as the stores were all closed by that time, and when the merchants saw the big white light they were attracted like moths to a candle. Before they went home they were all MAZDA C converts, the best merchants calling a day or two after and buying 100-watt MAZDA C lamps for their windows.

"Next morning the contractor bought one of the 750-watt MAZDA C lamps. He had decided to take advantage of a run of good weather by running double shifts, thus making up for lost time.

"The accompanying picture was taken by MAZDA C light the night above incident occurred, but after the crowd had left. I lettered up the photo, as shown, and had it made up into a quantity of postcards, which we mailed to customers and prospects.

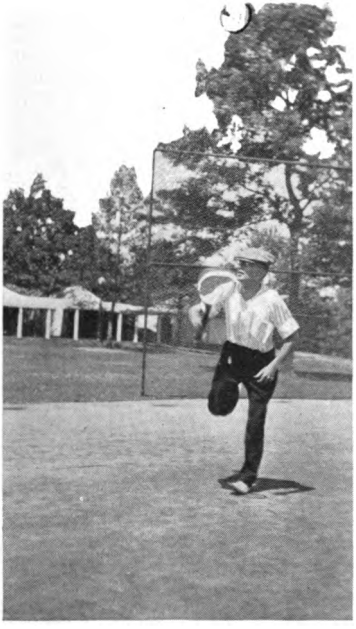
"We are served by the Jas. Clark, Jr., Electric Company, represented in this territory by Mr. R. E. Pulliam, who, since his trip to the lamp factory, forcibly impresses on everyone whom he meets that MAZDA C lamps are RIGHT."

Quite correct, Mr. Latimer, and we'll all "do our puttiest" to make the cement contractors know it, too.

Digitized by Google

Unconventional Portraits of Stimulator Correspondents

I. R. Watts



I

This correspondent with the fast serve
(Some tennis player, you will observe)
Knows kinks of lamp sales more than a few,
Adjutant-chief of the whole G. I. crew.

II

Watts he is called, with I. R. for a handle,
I's "Incandescent;" but that's not a candle
To "Watts," high-brow sign meaning frenzy for work—
Ask Harry Rice if he e'er saw him shirk.

III

As you look at this picture you'll see but one leg,
The other is there and it's nary a peg,
But hidden behind him so no one may try
To pull it and put something over G. I.

Digitized by Google

Your Turn to Win a Prize!



A STICK PIN, tie clasp and cuff links of MAZDA lamp design and made of real honest-to-John gold and best quality white enamel, all packed in a handsome leather case. How about it, could you use a set?

Easy enough to get—just sit down and write us what you are doing to boost your sales of 100-watt MAZDA C lamps, or any other original idea you have in mind which can be put to work to increase lamp sales. If your idea wins mention in the *Stimulator*, you get a case of jewelry.

Twenty thousand *Stimulator* readers are waiting to hear from you.

The award will be made in cash instead of jewelry in case you have already won a set.

It's your turn for a prize—write us your lamp sales scheme now.

NATIONAL MAZDA STIMULATOR

NELA PARK CLEVELAND

Published by National Lamp Works of General Electric Company
Member of Society for Electrical Development—"Do It Electrically"

Digitized by Google

OCT 27 191 4 See note inside.



Digitized by Google



Trimming the Window



Photographing the Display

The Big Event of the Season

National MAZDA Window Display Contest

HAVE you made your plans for capturing that automobile? The big National MAZDA Window Display Contest is on, full force, and in all parts of the country lamp window displays are being planned and built for the purpose of landing one of the sixty prizes which will go to the best sixty among all displays submitted.

Enter this Contest! Use your best MAZDA window display idea—one that will stop passersby and make them buy lamps. Put it into concrete form in your display window. Photograph the window and put yourself in line for one of the valuable rewards.

If you have not received an illustrated folder or booklet explaining the conditions and details of this Contest, write for one at once by mailing the post card enclosed with this *Stimulator*. You cannot afford to be left out.

This is an exceptionally favorable time for MAZDA window displays; the big lamp season is just opening and this Contest extends through Thanksgiving and Electrical Prosperity Week —two dandy occasions for unusual displays.

Everyone Has Equal Chance

Don't be afraid to enter this Contest! Your chance to win the Grand Prize is as good as that of any other contestant. The display that has the punch, the one that appeals to the board of judges as having the greatest lamp-selling value, will win the big prize—others in proportion. Displays need be neither elaborate, fancy nor expensive. The merits upon which displays will be judged show that it is the total lamp-selling capacity of the display that counts. Every National MAZDA lamp agent and every Central Station purchasing National



Digitized by Google

National Mazda Stimulator, The.

Nothing issued in October 1915.
Vol. 4, No. 3 was published in November 1915.

Editor, January 17th, 1916.


Digitized by Google

Digitized by Google



Judging the Entries



Will This be You?

MAZDA lamps on contract should participate in this Contest, if not in the name of the firm then through an employee.

Remember, there are sixty prizes—someone is going to ride in a free automobile—and it's a National MAZDA window display that will put you in the running.

Points of Merit

Note carefully the ten points of merit on which displays will be judged. Here they are:

Selling Value, 5 points
Attention Value, 2 points
Unusual Ideas, 2 points
Harmonious Arrangement, 1 point

Make your displays sell lamps—the selling value counts one-half in the rating in the Contest. The unusual ideas presented in displays, their ability to arrest the attention of passersby and the neatness and pleasing appearance will also be credited proportionately. It is the ability of displays to sell lamps that counts most.

Board of Judges

The Board of Judges which will review the entries in this Contest is composed of three members as follows:

Mr. Homer E. Niesz, Reigning Jupiter of the Jovian Order, known to all electrical men as a good critic in electrical merchandising.

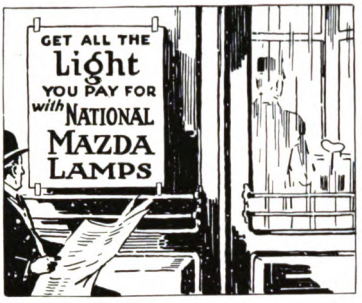
Mr. A. J. Edgell, President, International Display Managers' Association, a window display expert of mature experience in all classes of merchandising displays.

Mr. N. H. Boynton, Manager, Department of Publicity, National Lamp Works of General Electric Company.

Digitized by Google

Why Not Utilize the Unused Space?

Much Good Street Car Advertising Space Awaits MAZDA Ads. Use it.



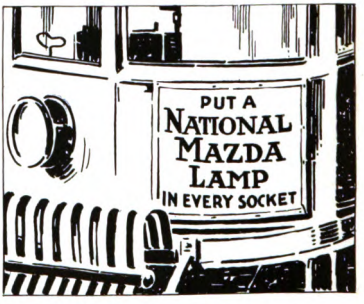
A MAZDA Ad Here is Seen by All Passengers

STREET car advertising is admittedly effective, for many central stations selling National MAZDA lamps use street car cards with good results.

Regular advertising space in street cars along the inside above the windows is usually retained by an advertising agency which retails it to individual advertisers. The window space behind the motorman's cage, which is in full view of passengers, is very rarely sold by the street car company. Likewise space on the outside ends of cars, which is easily seen by pedestrians and passengers in motor vehicles, is never sold to advertising agencies, though it may be leased occasionally for special ads. Another space in cars which cannot escape attention is the middle windows. Frames fitted with cards bearing ads which show on both the inside and outside of the car can easily be fitted in these windows temporarily without inconvenience to passengers.

The spaces mentioned are in most cases under the control of the street car companies. Combination companies, which operate both the lighting plant and traction system, can profitably use these spaces for advertising their lamp business.

What better advertising could you desire than to have one or more National MAZDA lamp ads in the most conspicuous spaces on the street cars in your city? If there is a combination company in your city, suggest the idea to the man in authority as an excellent scheme for increasing your lamp business and improving his lighting load. Then watch MAZDA sales grow.

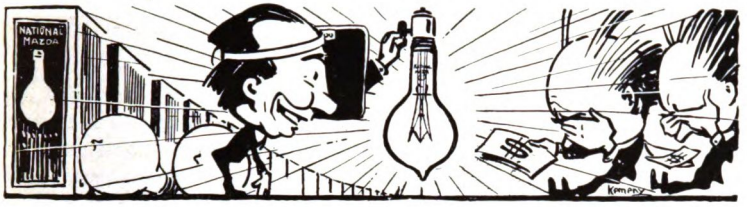


There is No Better Ad Space in the Street Than This

Digitized by Google

Selling 100-Watt MAZDA C Lamps

Cultivating the Field by Demonstrations is a Business-Bringing Plan.



THE general manager of an ice manufacturing plant in a large city sought to increase his business. Before taking any definite step he determined to analyze his market. He visited cities in all parts of the country, traveled from coast to coast, and obtained information which aided in planning his campaign.

Among the conclusions he recorded were these: "Ice is not being *sold*—it is being delivered" and "Many consumers of ice do not use it until the sun burns holes in the pavement."

If every distributor of National MAZDA lamps would ask himself the questions suggested by these two conclusions, and answer them honestly, it is a safe bet that lamp sales would immediately increase. "Do my customers use sufficient light?" and "Do I *sell* lamps or simply wait until people ask for them?" are fair questions for any agent to ask himself.

Mr. Harvey Hill, Hill Electric Co., Peerless agents, Wellington, Kansas, has answered these questions in connection with the sale of 100-watt MAZDA C lamps. Read his letter and then give his plan a trial.

"Our best sales-producing scheme is to sell one MAZDA C lamp any place where light is used and a few days later call for another order. We find that this plan has never failed. We have also adopted a new method of demonstrating the 100-watt MAZDA C lamp. We sold one to each business house in the city and asked that it be used where light was most needed. A few days later we called and collected some large orders—one merchant ordering forty lamps as an initial order. Not one complaint was recorded—and we now have 100-watt MAZDA C lamps in over 90 per cent of the stores in the city."

Remember! Every 100-watt lamp brings a silver dollar into your cash drawer.

Digitized by Google



New MAZDA Ad Book

A NEW booklet of MAZDA newspaper advertisements has just been issued and is now being distributed to National agents and customers. The new Ad Book contains thirty-three brand new, cleverly illustrated and well-written lamp ads of all sizes. These ads are especially composed to replace old carbon lamps with MAZDAS in homes and to convert merchants to the use of MAZDA C lamps. A good share of the ads feature house-wiring too.

Newspaper advertising is important in many ways. It increases your lamp sales directly and, if judiciously used, almost invariably pays for itself on a straight dollars-and-cents basis. Just as important as the new business which comes to you from this source is the prestige that newspaper advertising brings you. It keeps your name constantly before the buying public, building up a reputation for you that means future prosperity.



Get One of These and Use It

Ads shown in the new Ad Book may be obtained for any number of columns. Any ad may be featured in one, two, three or more columns as desired. Free plates will be supplied on request by the lamp people from whom you get National MAZDA lamps.

Make use of these newspaper ads regularly and you will get the greatest returns. Keeping continually at it pays in newspaper advertising.

Now is the best season of the year for you to use newspaper space. Write your lamp people for free mats or plates today—if you have not a copy of the new Ad Book, send for one now.

Digitized by Google

Stock Turnover and Large Profits

Stock Lying on Shelves Pays no Dividends.
How to Make the Most on an Investment.

"The only way a merchant can make a success of his business is to keep turning his stock over and over—to get his money back and reinvest it as quickly as possible."

STOCK yields no profit until it is sold; the money secured is equally fruitless until it is again exchanged for stock. Thus it is only by means of such successive changes of capital from one form to another that profit is secured. It follows that profit is directly proportional to Turnover.

The following letter, written by Mr. Fred Mehrtens, a shoe dealer of Grand Rapids, Mich., illustrates how a clean, profitable business can be built up by the proper appreciation of Stock Turnover and the maintainance of stocks on a correct basis:

"One year ago I started in business with a borrowed capital of one thousand dollars. I then purchased my stock, the first bill of shoes delivered to me amounting to $794.00.

"I confined my purchases to one line, kept my stock down by sizing in often, being very careful to buy just what I needed, so as not to get overstocked. Then I watched the stock closely and kept it cleaned up and always worked off the stock on hand and avoided an accumulation of odds and ends to be sold at a sacrifice. Thus I realized a profit on every sale, and kept clear of dead stock.

"By this method I succeeded in turning my stock seven and one-fourth times in a period of twelve months. I kept the stock moving and, besides discounting my current bills regularly, I cleared myself of debt entirely and earned a net profit of $1200.00."

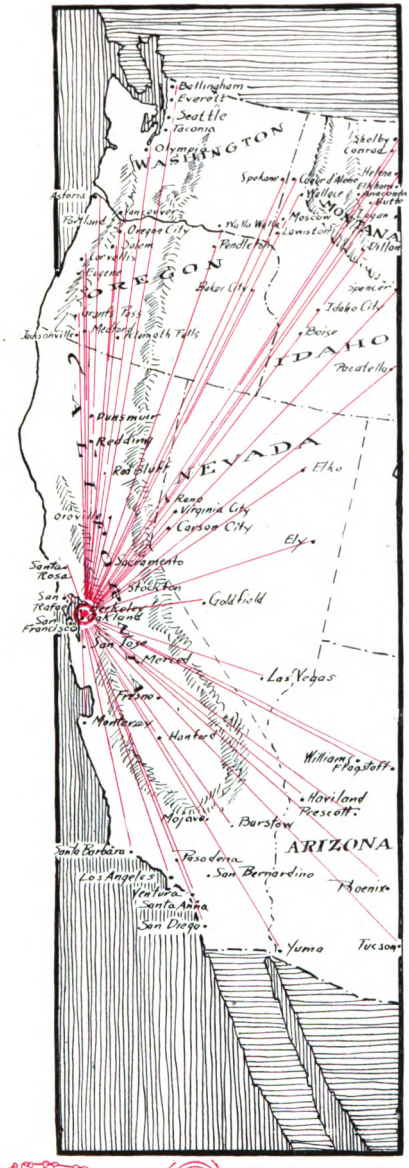
This dealer had a good, standard article with a well-earned reputation which helped him increase the Turnover. There are strong lessons in this shoe dealer's experience which should be applied by every distributor of National MAZDA lamps. First, National MAZDA lamps are known to the public as quality goods—extensive national advertising to the homes of lamp users is creating a demand that is growing every day; second, small stocks, carefully selected and judiciously pushed, keep the investment that they represent working constantly and prevent losses that cannot be escaped when goods are permitted to occupy shelf room without earning any profit.

MAZDA lamps are handled on the consignment basis and it may be considered that the agent has no investment in stock—but it must be remembered that he has an investment in shelf room, rent, insurance, newspaper and window display space which can be made to bring returns only by the repeated Turnover of the stock which makes these investments necessary. *The secret of large profits lies in the quick Turnover of limited, well-selected stocks.* —T. K. QUINN

Digitized by Google

National MAZDA in the Distant West

The Far Pacific Coast Surrounds a National MAZDA Service Center.

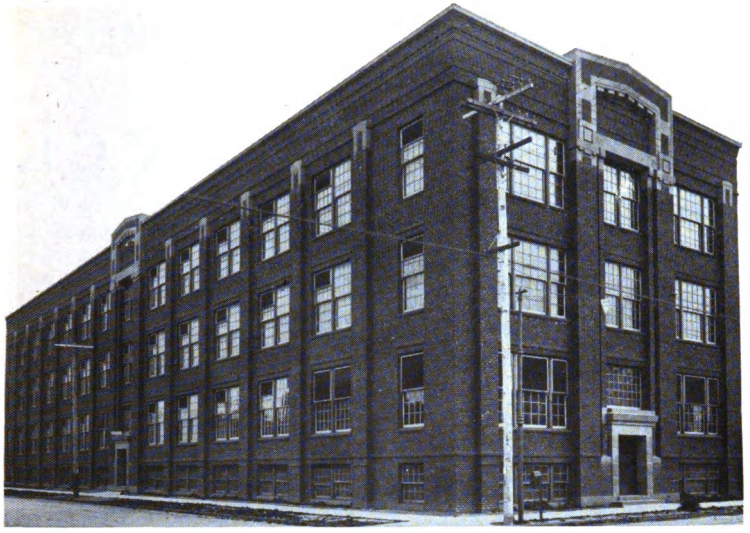


THE fame of America's "Land of Paradise," the Pacific Coast, is being heralded far and wide by the many visitors who are making a pilgrimage to the California Expositions. Among other things of merit that are made in this favored region are National MAZDA lamps.

National MAZDA means more than simply the top of the scale in lamp quality. It means also Service to lamp distributors and users. To have lamps available when they are wanted is a Service to which agents and consumers are entitled and it is a Service embodied in the mark of quality, National MAZDA, even in the farthest regions of these United States.

National MAZDA is standard—it means supreme Service universally. That is why Pacific Coast lamp users enjoy the same advantages that make friends for National Quality in all other regions of this country. Geographical location is neither an advantage nor a bar to the best in MAZDA lamps.

Digitized by Google



Where National MAZDA Lamps are Made in Oakland, Cal.

The Oakland MAZDA Lamp Works is the principal source of National MAZDA lamps used in the Far West. It is not only of large capacity and well equipped with the most modern devices, but also enjoys the distinction of being the only lamp manufacturing plant on the Pacific Coast. That lamps of unexcelled quality are its product is conceded by all National MAZDA lamp users. The location of this factory on the western coast assures to National MAZDA distributors and consumers in that region their claim to National Quality Service.

How to Photograph Your Window Display

ATTENTION, Contestants! To get the best photo of your MAZDA Window Display, photograph it at night by the light of MAZDA C lamps. Night Photography affords better contrast and greater freedom from interference than photography by daylight.

For a window six to eight feet long and four feet deep, a thirty-minute exposure under two or three 100-watt MAZDA C lamps, suspended above the display, will give excellent results. Larger windows require more light.

Why Not Send 'em All to Bermuda?

"I UNDERSTAND that the old carbon lamps are very tubercular. Their consumption is awful. They are fast dying out."

—*J. J. Duck, Sunbeam Mazdas, Toledo, O.*

Digitized by Google

Electrical Prosperity Week



HERE is an opportunity for you to profit and help others profit. Electrical Prosperity Week means a week of Boosting, Co-operation, Enthusiasm and Celebration for the entire Electrical Industry. *But you cannot profit unless you do something concrete to help your business and your neighbor's business.*

Make all this enthusiasm over the Electrical Industry bring you returns in *cash*. You can do it. The public is learning of Electrical Prosperity Week through the press. It's up to you to hook up with this ready-made interest and show what you have to offer. Use every advertising medium you have: newspapers, billboards, street cars, direct-by-mail folders and, most important, your display window.

Begin now to lead up to the grand climax. Specialize on something electrical in your shop each week and don't forget to reserve the big week for National MAZDA lamps. Better put in a trial window by way of experiment.

Write to the Society for a list of material provided to help dealers make the week a success for themselves.

Last month Zim offered a "Thanksgiving-Prosperity" window trim to help you connect with this big season. If you have not ordered it, clip the coupon from your September *Stimulator* and do it while there is yet time.

THE SOCIETY FOR ELECTRICAL DEVELOPMENT INC NEW YORK
"DO IT ELECTRICALLY"

Enthusiasm without action means nothing. You cannot profit unless you bring the public to your shop to exchange their money for your goods. Begin now—prosperity is always welcome.

THE SOCIETY FOR ELECTRICAL DEVELOPMENT INC NEW YORK
"DO IT ELECTRICALLY"



Digitized by Google

Christmas Advertising Helps Free

Newspaper Ads and Lantern Slides with Christmas Window Displays Sure Path to Big Lamp Sales.

STIMULATION of MAZDA sales is fruitful during the Holidays. It is a season of long nights when every home should be especially bright and cheerful.

Get your Christmas MAZDA window in early—send for Zim's free display shown with this issue of the *Stimulator*.

Order the free newspaper ad and lantern slide here illustrated—they will help you turn the trick of greater MAZDA sales.

Lantern slides in the movies are always "front cover" advertising and and the cost is small. Get your order in now.

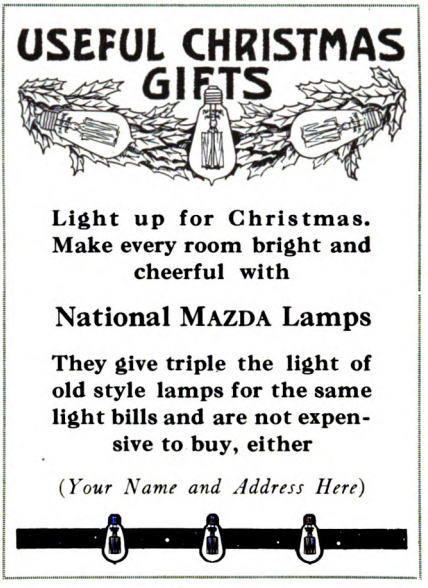


Plate No. 4031, 4 Inches, 1 Column



An Attractive Christmas Lantern Slide. No. Z2

Send for Newspaper Plate and Lantern Slide for Christmas advertising. They are "good stuff" and free for the asking.

Do It Now

Digitized by Google



Which of These Six

THE big National MAZDA Window for all of your window display skill bring sufficient returns in increased sales reward. Sixty prizes are offered for th

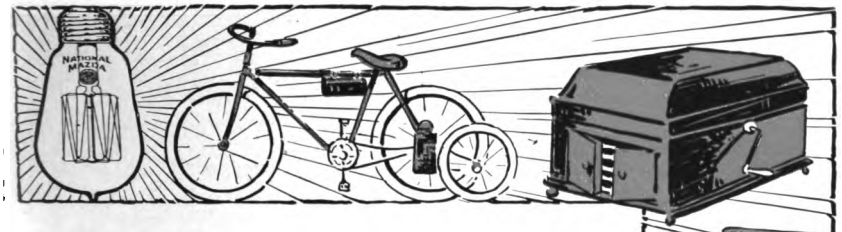
Make your window a lamp seller. Its lamp selling value will count one-half in its rating among the entries. To sell lamps should be the objec of every window display every time. Here is a opportunity to "cash in" not only through greate sales but also by carrying off one of the prize now waiting for claimants. If you don't know a the details and conditions of this great Contes mail the post card you received with this *Stimulato* and get a booklet which tells all about them; th point is, get ready to put in your claim.

In entering this Contest you will be competing with every National MAZDA agent in th country for one of fifty General Prizes and wit every agent in your section of the country fo one of seven Territorial Prizes. There are als three Agency Prizes, one of which you have a opportunity to capture.

Fifty prizes are open to general competition A special prize is offered for the best display i each of seven Territories as follows: New England, Eastern Atlantic, Southern, Southwestern Middlewestern, Northwestern, Pacific Coast. Thi gives you an opportunity to match wits with you immediate neighbors.

A special prize is offered for the best displa

Digitized by Google



rizes Will Be Yours?

y Contest now in force offers an outlet ingenuity. Good lamp windows always here is an opportunity for still greater t sixty displays entered in the Contest.

rom each of the three classes of National MAZDA amp Agency and Central Station contracts here isted.

1. *Contracts of $150, $300 and $600.*
2. *Contracts of $1200, $2500 and $5000.*
3. *Contracts above $5000 per year.*

Wouldn't you feel honored to carry away the Grand Prize in this Contest? Your chances are as good as any other contestant's. Look at the automobile on the cover of this book, read the conditions of the Contest again and then plan your window. The display that has the strongest punch will carry off the biggest prize. Remember, if you don't win the automobile, there are fifty-nine other prizes. Make your plans to capture one right now! Here they are: Bicycle Motor Wheel Attachment; Victrola, Model IX; Four Thin-Model Gruen Watches; Humidor for Cigars, Cigarettes and Tobacco; Eight Autographic Folding Kodaks; Seal Grain Leather Traveling Bag; Solid Gold Cuff Links Set with Diamonds; Gentleman's Toilet Set in Pigskin Case; Gillette Gold-Plated Shaving Set; Solid Silver Monogram Buckle and Belt; Thirty-nine Five-Dollar Gold Pieces. Which one are you going to win?



Digitized by Google



Growing Field for Auto Lamp Sales

THE production of automobiles in this country for the past year, as recently announced by the National Automobile Chamber of Commerce, was 703,527 cars. Of this number 665,826 were passenger cars, and with few exceptions these cars were electrically lighted.

Based on the low average of three lamps per car per year as the renewal requirements, this will result in the sale of almost two million additional auto lamps during the next year. This figure does not include any of the auto lamp renewal business for which lamps are now being sold.

The opportunity for the sale of National MAZDA auto lamps is apparent—big profit on lamp sales for cars already in operation and the demand increasing at the rate of two million lamps a year.

Miniature Lamp Sign on Delivery Auto



A Good Use for MAZDA Auto Lamps

THIS illustration shows a delivery car of the C. C. Bickel Company, Louisville, Ky. The electric sign on the side was installed by the Harry I. Wood Company of the same city and contains 187 6-volt, 12 candle-power Federal MAZDA auto lamps, operated from a storage battery. There's a chance for profit for you in doing the same thing for some of your own local merchants.

New Developments in Portable Mine Lamps

SPECIFICATIONS for portable mine lamps which will meet all necessary requirements have been drawn up by the Bureau of Mines of the United States Government and these specifications have now been successfully met by several outfit manufacturers.

It has been estimated that the yearly sales of MAZDA lamps for portable electric lighting outfits for miners' use may amount to $400,000, when these outfits come into general use.

Conditions are now very favorable for the wide-spread adoption of these portable electric lamps by mine operators and should result in a great increase in the sale of MAZDA mine lamps to equipment manufacturers as well as for renewal purposes.

Digitized by Google

A Lamp Agent Who Will Surely Grow

We Wish the United States Were
Full of Agents Just Like Him

IF every lamp merchant in America would read the following letter by Robert Nolan, of the Park Electric Co., Albany, N. Y., commit it to memory, and forever after live up to the principles it contains, the *Stimulator* could go out of business—gladly. Study it—you will be richly repaid:

"We believe in making lamp capital of local events—even out of seeming misfortunes. One morning, after we had put in a window display of Bryan-Marsh MAZDAS, Hylo MAZDAS and gas-filled auto lamps, we found that some malicious person had hurled three large stones through our ⅜" plate glass window, with such force that one stone went 25 feet, the length of the shop; another made a quarter-inch dent in a counter ten feet away; while the third struck a radiator and rebounded into the window, which was full of broken glass. We expected to find the lamps broken, but when we tested them *not a single one was damaged in any way.*

"After a new plate of glass had been put in, we built an original display. The three stones were put in the center of the window near the glass, and behind them a placard 'MAZDA Lamps Proved by a Broadside of Stones.' Behind this we placed a Reynolds electric whirler with red and green bulbs in the sockets. In the whirler-bracket we put a display card reading 'Buy National Quality Lamps; they Stand the Racket.' Beside this we placed groups of lamps, Bryan-Marsh labels and lamp cartons. This display boosted our sales decidedly.

"The gravest error a man in the lamp business can make is to be indifferent to customers' complaints. A progressive dealer *knows* that burnouts are not due to defective lamps, because modern methods of lamp manufacture practically eliminate such lamps. He knows that early burnouts are due to a voltage higher than that at which the lamp is rated, or else to carelessness in handling. To remedy such complaints we have *called up the Illuminating Company and asked them to make a test on the service.* In two out of the three complaints we have received, the voltage ranged from 118-120 instead of 115. In one case the company adjusted their transformer and in the other we got some 120-volt lamps and keep a few on hand. In the third case, a servant had been putting the bulbs in a pail of water and 'scrubbing the life' out of them. We have been repaid for the trouble we took, in that we have three customers whom we would otherwise doubtless have lost.

"Another error is the failure to take advantage of the free advertising helps which the lamp manufacturer gives to those who want them. To our mind, such a man is dead from his toes up.

"For the cost of a postal he can obtain the ideas of men who know the advertising and lamp business from A to Z. We advise such dealers to wake up and read the *Stimulator*, which is alive with sales ideas, and to 'hook up' with the Saturday Evening Post advertising. As the National Electrical Contractor hath it:

> 'The constant dropping water wears away the hardest stone,
> The constant chewing bulldog masticates the toughest bone,
> The constant wooing lover takes away the blushing maid,
> And the constant advertiser is the one that takes the trade.'

"We believe it."

Your own chances of success are just as great as those of Mr. Nolan—if you will but pursue the same aggressive methods.

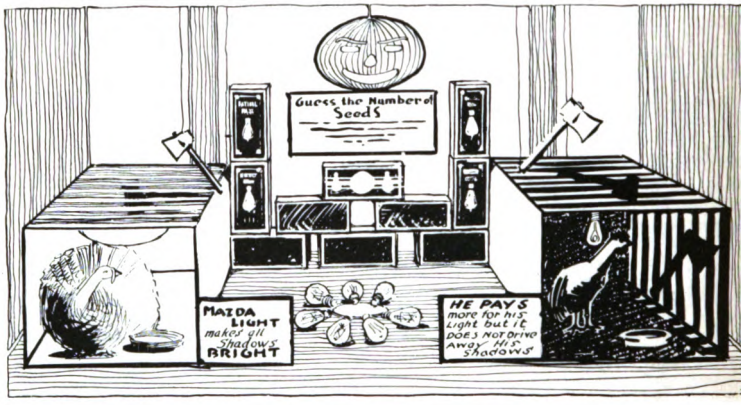
Digitized by Google

Good Thanksgiving Window Display

Caged Gobbler and Rooster Aid in Pulling More MAZDA Sales

FROM Mr. George F. Blethen, proprietor of the Mansville Electrical Supply Co., Sunbeam agents, Mansville, Oklahoma, comes a unique Thanksgiving window suggestion. A turkey gobbler and a rooster figure in this scheme for increasing MAZDA sales.

The gobbler is placed in a glass-front coop in which is suspended a semi-indirect lighting unit with a burning 60-watt MAZDA. A pumpkin jack-o'-lantern lighted with a MAZDA lamp is hung above the coop. An ax is suspended so that the light



A Display that Suits the Season and Sells MAZDA Lamps

of the lantern casts a shadow of it on the top of the coop where the gobbler cannot see it because of the semi-indirect unit. A placard on the coop reads "MAZDA Light Makes All Shadows Bright."

Another coop containing an ancient, bedraggled rooster is lighted by an old carbon lamp. An ax is suspended so that its shadow falls inside of the rooster's coop. A placard reads "He Pays More for His Light but it Does Not Drive Away His Shadows."

A pumpkin occupies the center of the window and a placard announces that one guess on the number of seeds it contains will be given with each MAZDA lamp purchased, the author of the nearest guess to receive the turkey as a prize. Banks of Blue Convenience-Cartons forming the background of the window complete this seasonable MAZDA selling display, one that may win a prize in the big Display Contest.

Digitized by Google



THE International Stock Food Company of Minneapolis claims to have the largest single-room commercial office in the world. Yes, you've guessed it—it's lighted with National Quality MAZDA lamps. The first units, so Mr. Barnard of the Minneapolis Bryan-Marsh Office writes us, were installed about the middle of August. They replace carbon arcs.

Robert Berendsohn of the Newhall Repair Company has increased his Sunbeam lamp business in the little town of Newhall, Cal., by about 100 per cent through the scheme of placing a barrel in the show window with a notice saying that every child who drops an old carbon lamp into this barrel will be entitled to a chance on a miniature electric train. Mr. Berendsohn conducts a novel contest of some sort every month.

Mr. A. L. Stalling of the Latterell Hardware Company, a Bryan-Marsh agency in Kelliher, Minn., is a man who believes in interesting the retail sales people in National MAZDA lamps. He writes; "All of our sales people are so wrapped up in the qualities of your goods that it sometimes looks as though they talk, eat and sleep MAZDA lamps."

W. A. Horton, Columbia agent in Ocean Springs, Miss., increased his MAZDA sales by running an anagram contest and advertising same in the local papers. Such a contest may be conducted as follows:

With every carton of MAZDA lamps sold, the purchaser receives a slip of paper bearing the words "NATIONAL MAZDA." The person submitting the greatest number of words of meaning composed of the letters in "NATIONAL MAZDA" receives a prize. A contest of this sort stimulates local interest in your store.

Down in Owensboro, Ky., so C. C. Lewis, Columbia salesman, writes us, Mr. Williams, the Manager of the Municipal Light Plant, has installed three hundred and nineteen street series MAZDA C lamps, replacing enclosed arc lamps. The old system used 150 K. W., while the new MAZDA system uses only 50 K. W.

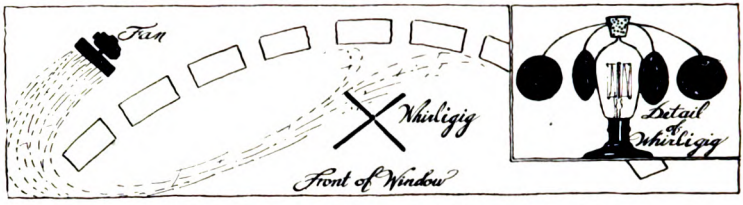
The tragic Eastland disaster at Chicago is still fresh in the minds of everyone. Our purpose in referring to it is to call attention to the efficient rescue work done by the Commonwealth Edison Company's Construction Department, which, under the direction of Mr. Manley, installed fifty 100 candle-power MAZDA lamps on wooden posts in two rows along the length of the exposed part of the boat. Attached to the same wiring were twenty 60-watt MAZDAS with flexible cable for work inside of the hull. Fifteen 500-watt MAZDA C lamps were used in identifying bodies. The request for this work was received at 9:30 A. M. and all lights were burning at 11 A. M.

H. Irving Fraser of the Braintree Electric Light Department, East Braintree, Mass., says that lighting plants which undertake to sell lighting service have at times found it more difficult than selling "just lamps." In convincing a customer of the superiority of Bryan-Marsh MAZDA lamps he uses a practical application of the adage "Seeing is Believing." He has a board set up, with three MAZDA lamps at one end and three carbon lamps at the other, all consuming the same current. By means of a switch the "triple light" argument is readily demonstrated

Digitized by Google

Some Good Window

Try These "Perpetual Motion" Lamp Windows



A Merry-Go-Round Display Which Sold Many MAZDAS

MR. Chas. A. Schuldt, Jr., of the Thos. B. Reid Const. Co., Point Pleasant, N. J., originator of this display, calls it a "merry-go-round without visible power."

The display is made from a cork, two pieces of stiff wire, lamp labels, cartons and a fan.

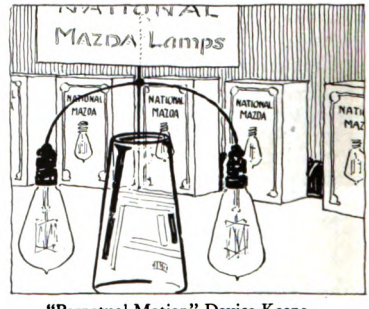
The wires are pushed through the cork to form vanes. Two labels are pasted back to back at the end of each vane. This whirligig is then balanced on the tip of a lighted lamp. A fan hidden behind a pile of cartons furnishes the motive power and suitable placards and a display of lamps give it sales appeal.

This window has aided the Reid Company to increased sales of Fostoria MAZDA lamps.

A clever idea along somewhat similar lines was originated by Mr. R. B. Howard of Howard & Roberts, Hampton, Va., agents for Sunbeam MAZDAS.

A "perpetual motion" device was made by soldering a stiff wire to a needle at right angles, bending down the ends of the wire and soldering a lamp to each end. The soldered joint is between the bases of the lamps and ends of the wire. The needle and lamps are then balanced on an upturned glass tumbler. A fan concealed behind a group of cartons keeps the lamps spinning.

Another sales idea which Mr. Roberts thought up is the placing of a lighted 200-watt MAZDA C lamp over his sales counter. When the smaller lamps for home lighting are demonstrated under this light they appear rather dim by contrast and buyers usually take 60-watt lamps in preference to 25- or 40-watt lamps.



"Perpetual Motion" Device Keeps MAZDA Sales Moving

Digitized by Google

Displays *for this* Month

Uncle Sam Lectures on National MAZDAS

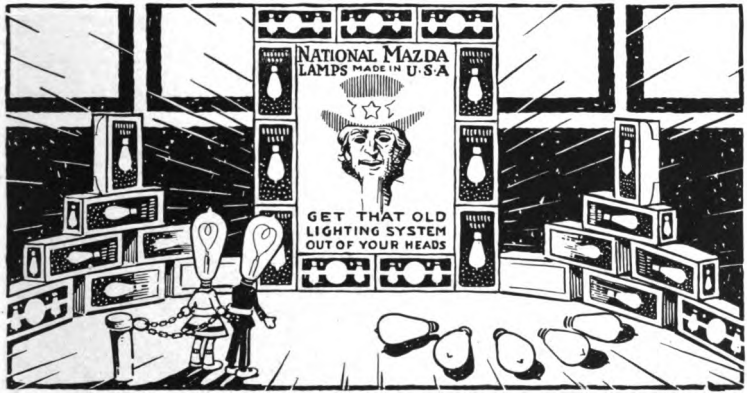
HOW many of you *Stimulator* window-trimmers sent for and used Zim's "Made In U. S. A." display, which we published a few months ago? Kindly raise your hands: thanks—over a thousand of you, I see. Evidently you like "Made in U. S. A." displays. Here, then, is another one—not a "Zim's Window," but one which you can build tonight, or tomorrow night, for a ridiculously small expenditure. All of the money you need to spend on this display will come back to you in profits on the first two cartons of lamps you sell as a result of the window.

Full credit for this "U. S. A." display is hereby rendered to E. P Robbins, one of the partners of the National Electric Company, a Fostoria agency in Mansfield, Ohio. A little study of the artist's sketch on this page, together with the following hints, should enable anyone to duplicate it.

Uncle Sam appears to be delivering a lecture ("Get That Old Lighting System Out of Your Heads") to a couple of dolls, which have dim carbon lamps burning where their heads ought to be. Uncle Sam, by the way, is represented by a common colored mask of the old gentleman, purchasable at any five- and ten-cent store. The dolls are chained to a stake.

Show plenty of blue cartons in the window, and have the large Uncle Sam placard include the sentence "National MAZDA Lamps Are Made in the U. S. A."

Now let's "do a brodie" to the nearest novelty store for the false face, and then put in an Uncle Sam Window that will wake up the natives—and sell lamps!

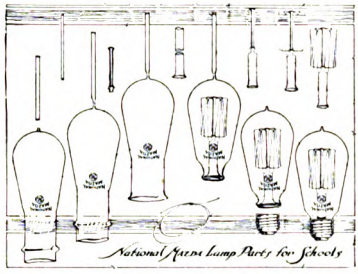


"Made in U. S. A." Display that Will Boost Your MAZDA Business

Digitized by Google

National MAZDA Lamps in Schools

How You Can Impress the Coming Generation with the Merits of National MAZDA



Put This Set of MAZDA Lamp Parts in Your City Schools

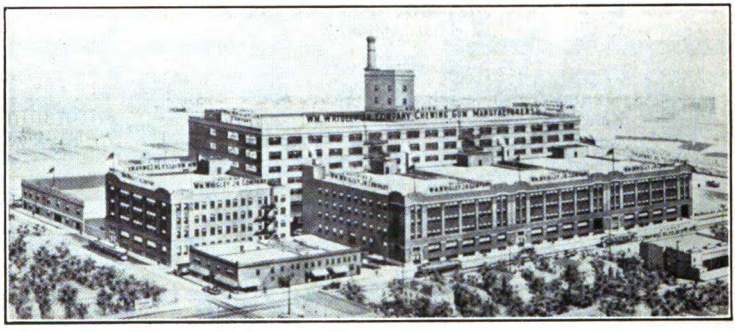
TRUTHS learned in youth are never forgotten, so say those who have pondered over the subject. Then why not arrange to impress the boys and girls of today with truths about National MAZDA lamps?

Instructors are unanimous in the belief that an object lesson is worth a half dozen stories by word of mouth or from a printed page. Your own experience tells you that the real thing appeals much more forcefully to the youth of today than simply a story about it.

We will supply a typewritten lecture on the manufacture of National MAZDA lamps and a set of lamp parts for fifty cents per set to any agent or central station handling National MAZDA lamps. Bring this matter to the attention of your local high school principal and science instructors with an offer to supply the lecture and lamp parts. It is certainly worth fifty cents to you to have the coming generation properly instructed about the merits of the lamps you sell. School re-opened a few weeks ago. Now is an advantageous time. Let us hear from you soon if you wish one of these instruction sets, as the supply is limited.

Spearmint is Made by National MAZDA Light

THE plant of the Wm. Wrigley, Jr., Gum Co., Chicago, is now lighted entirely with National MAZDA lamps. Many are MAZDA C lamps of the 100-watt size. "It was illuminating engineering service that won this job for MAZDAS," says Douglass Wood, Manager, Illuminating Engineering Dept., Bryan-Marsh Division, Chicago.



Plant of the Wm. Wrigley, Jr., Gum Co., Where Spearmint Gum is Made by the Light of National MAZDA Lamps

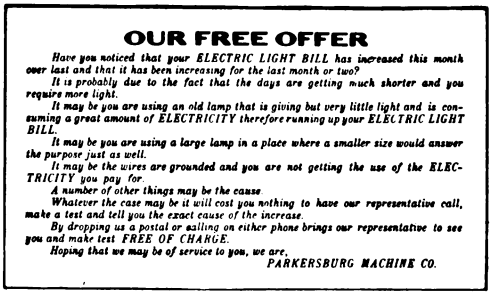


Digitized by Google

A Sales Producer of Tested Value

Seasonable Appeal Raised November Lamp Sales of Parkersburg Machine Company 400%.

"THIS light bill is bound for the sky"—or words to that effect—represent the feelings of many lighting consumers just now, when the sun sets earlier and earlier. Paul C. Lehmann, of the Parkersburg, Machine Company, large Brilliant agency in Parkersburg, West Virginia, had the inspiration of seizing on this perennial excitement over higher bills, converting it into increased goodwill and lamp sales. Mr. Lehmann's experience shows that making the first move forestalls argument and wins a favorable audience. Seizing the occasion to put in a good punch is half the battle. His efforts last November were wonderfully successful, as the following letter shows. We commend this plan to central stations and lamp agents generally.



OUR FREE OFFER

Have you noticed that your ELECTRIC LIGHT BILL has increased this month over last and that it has been increasing for the last month or two?

It is probably due to the fact that the days are getting much shorter and you require more light.

It may be you are using an old lamp that is giving but very little light and is consuming a great amount of ELECTRICITY therefore running up your ELECTRIC LIGHT BILL.

It may be you are using a large lamp in a place where a smaller size would answer the purpose just as well.

It may be the wires are grounded and you are not getting the use of the ELECTRICITY you pay for.

A number of other things may be the cause.

Whatever the case may be it will cost you nothing to have our representative call, make a test and tell you the exact cause of the increase.

By dropping us a postal or calling on either phone brings our representative to see you and make test FREE OF CHARGE.

Hoping that we may be of service to you, we are,

PARKERSBURG MACHINE CO.

Postcard Used by Parkersburg Machine Company to Increase MAZDA Sales

"To start with, we procured a list of names of all the users of electric service in town, and on the same day that the central station sent out its light bills I sent out (with the lighting company's approval) the postcard shown here. It worked like a charm.

"Starting early the next morning, call after call came over the phone, most of them saying 'Have your man see what increases my electric light bill.'

"With his grip packed with voltmeter, wattmeter, and MAZDA lamps (*mostly MAZDA lamps*), our representative started out to see what caused the increase in the electric light bills.

"Well, we never were able to find out what our man discovered on his calls, but we do know that our lamp sales increased a little over 400 per cent in November.

" 'Every little bit helps'—so I thought I would 'tip it off' to the other National lamp distributors."

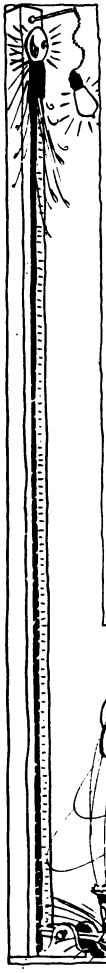
Digitized by Google

Tales of Ruggedness Still Told

Here are Two from Iowa Paying Tribute to National MAZDA Durability

HERE is a tale of National MAZDA ruggedness told by Mr. F. W. Fox, Iowa River Light and Power Co., Eldora, Iowa. A letter from Mr. Fox, containing an excellent illustration of the use of every-day incidents as lamp-selling arguments, as well as a story of ruggedness, reads as follows:

"We have an installation of Packard MAZDA lamps which we think has stood a hard test. The lamps are hung loose from the top of a Strength Tester which is in use nearly every day at fairs and other celebrations. A man must use all his strength to ring the bell and there is considerable vibration because the machine is not fastened in any way.



"Although the jar of the blows loosens the fuse plugs, no lamp has ever broken.

"This machine has been in all of the nine towns which we serve and we use this demonstration as a selling boost for our lamps."

Uses MAZDA Lamps for Cushion

Although it is hardly desirable from several standpoints to use MAZDA lamps as cushions for motor vehicles, the following letter from Mr. Howard E. Neff, Iowa Railway and Light Co., Cedar Rapids, Ia., proves that they will "come through" O. K. even under such usage:

"In delivering a carton of 40-watt Shelby MAZDA lamps, I used a motorcycle and strapped the lamps to the luggage carrier under an old coat. On the way I met a friend who climbed on the luggage carrier and rode with me.

"After traveling three-fourths of a mile over rough roads, I thought, 'It's good-bye lamps', but when I put them in the sockets every one was good. This is certainly proof of MAZDA ruggedness."

Can you beat it?

Digitized by Google

Unconventional Portraits of Stimulator Correspondents

Clair D. ▼ Oldham





Perhaps you're acquainted in Cuba, New York?
Perhaps you are not—never mind.
It's exclusively famed as the place where the stork
Left Oldham—the first of his kind.

For surely Dame Nature ne'er tendered the earth
Such a blending of science and folly
Until you arrived to add zest to its mirth—
Our plump correspondent, so jolly.

Eau, Clair! we have caught you, and often besought you,
To tell us your hobbies, if any.
But all you would say was, "Columbia Lamps
Are my hobbies, and they're a good many."

A. C. Garrison's known you for twenty-five years;
Says he'd loan you a million or two.
Here's a photo that proves that you've been behind bars,
So don't show it, whatever you do.

Digitized by Google



Digitized by Google

The December 1915

NATIONAL MAZDA STIMULATOR

Read me and learn the 100 Watt Way to Profit and Prosperity



HUNDRED WATT NUMBER

Digitized by Google

A Million

EARLY in the year we "Nationals," in estimating the sales possibilities of 100-watt MAZDA C lamps for 1915, set a mark of one million. It's going to be nip and tuck, yet this big record will be made if we all push the Dollar Lamp *hard*. We only started in February, and to date sales reports are quite encouraging.

You will want to look back, with us, on 1915 as "the year we launched the 100-watt MAZDA C—and sold a million of 'em!"

Talk alone will not do it. The goal can be reached only with your backing—not a disinterested backing, either.

For MAZDA C means profit. You make 50 per cent more on every 100-watt MAZDA C lamp than you could on the MAZDA B lamp of the same wattage—and the new lamp sells easier.

You have every selling argument and talking point that heart could desire for the new 100-watt lamp. Even its graceful, distinctively curved bulb is a feature. But when you demonstrate the dazzling brilliance and whiteness of its light—when you consider that it gives a 22 per cent greater volume of light than the Old Hundred—opposition simply fades away. This lamp is *Backed by Fact*.

Slip one in your pocket, and carry it all day as a sample. If you care to go the limit, sleep with it under your pillow at night—we'll wager your dreams will bring the inspiration for some successful selling scheme. Anyhow, be sure to use the tried and tested method illustrated on pages 12-13.

As to your own individual assignment in the Hundred-Watt Quickstep, consult table on the back cover.

Digitized by Google

National Mazda Stimulator

A Publication with a Purpose—To Promote Your Lighting Profits

Distributing Office: Nela Park, Cleveland. Other Offices: All National Quality Divisions. One Dollar per Year. Gratis to all Concerned in the Promotion of National Quality Products

VOLUME IV DECEMBER, 1915 NUMBER 4



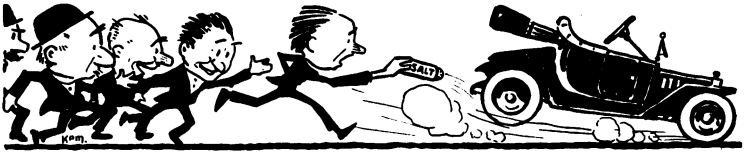
A Big Opportunity for More Profit

IN all corners of the country great interest has been aroused in National MAZDA window displays. New display ideas of many varieties are receiving their first test in actual execution. There is a reason for it all. It's the big National MAZDA Window Display Contest.

This Contest presents opportunities for profit to distributors of National MAZDA lamps that have never before been offered. It is a special invitation to try out your pet scheme for a MAZDA window trim and get into the running for a free automobile or other prizes. Your display windows are the best advertising asset you have. Large dealers and small dealers in all classes of goods have proved this fact—no doubt your own experience has demonstrated it to your satisfaction. Now is the appointed time to cash in on this experience.

A good display of National MAZDA lamps in your window repays you through increased sales and greater profits at any time. *The better the display the greater the profits.* Make this Contest the occasion for an extraordinary MAZDA display. Your returns in increased business will reward you for the extra effort. The opportunity for additional gain offered by the long list of prizes is an inducement that should decide you definitely to enter the Contest at once, with a bang-up, good display.

(*Continued on Page 17*)



Digitized by Google

Christmas Ideas *for*





Community Christmas Tree, Warren, O.

A SUGGESTION that those who sell National MAZDA lamps tell *The Stimulator* their favorite plans for boosting Christmas sales, that various ideas may be exchanged, brought some snappy, live replies that indicate considerable thought. Many of the ideas presented are excellent; a few of the best are recounted here. Many who replied recognize the high value of window displays and newspaper ads for making special appeal to the public.

Mr. George L. Donnett, of the Sterling Division, Warren, Ohio, speaks from experience in suggesting that a community Christmas tree offers opportunity for the sale of several cases of MAZDA lamps. This year the appearance of such a tree could be improved by using 100-watt MAZDA C lamps for stars. Mr. Robt. J. Baker, of the Gas and Electric Department, City of Holyoke, Mass., which uses Bryan-Marsh lamps, also suggests a Christmas tree, decorated with MAZDA lamps, on the public Common as an excellent means for winding up a Christmas MAZDA sales campaign.

Beginning in November, Mr. Baker would issue coupons for all purchases which include MAZDA lamps. To all persons who, on a given date, have in their possession five dollars' worth of coupons, he would present a Christmas tree lighting outfit, either free of charge or at a very low price. A window decorated with a Christmas tree, "safely and sanely" trimmed with MAZDAS, and a display of lamps is a part of his scheme to attract customers. The public Christmas tree, well advertised, is to be used as a wind-up.

A suggestion to induce householders to display red and green MAZDA lamps across the porches of their homes during the Holiday season comes from Mr. Harry Allen, of the Republic Electric Co., Packard agents, Cleveland.

Mr. E. R. McMorris, of the Electric Supply Shop, which sells Peerless MAZDA lamps at Henryetta, Oklahoma, is boosting MAZDA sales every day with a scheme which is scheduled to close on Christmas eve. A numbered coupon is given with each single lamp purchased. Six coupons are given with each carton purchased, thus emphasizing the advantage of buying MAZDA lamps by the carton. Three electrical prizes will be given to the holders of the first three numbers drawn from a bag in the Electric Supply Shop on Christmas eve. Mr. McMorris says MAZDA sales have been helped greatly by this plan.

Digitized by Google

Boosting MAZDA Sales



A Christmas MAZDA window display is suggested by Mr. M. M. Mills, of A. D. Mills & Co., Sunbeam agents, Central City, Iowa. Mr. Mills also believes in the efficacy of newspaper advertising and would have all National MAZDA agents tell the public through their local papers where MAZDA lamps can be purchased. He suggests a typical Christmas home fireplace scene for a MAZDA display. The fireplace should be built of cartons.

A combined prize contest and MAZDA window display is the means employed by Mr. David B. Tobin, of Birgen & Clemens, Bryan-Marsh agents, New Hampton, Iowa, to triple MAZDA sales. Read what Mr. Tobin says:

> "I made an artistic window display of National MAZDA lamps and boxes of all sizes and placed in the foreground a handsome library table lamp with a sign reading as follows: 'We want to give you this beautiful Christmas present. A chance free with each full carton of National MAZDA lamps bought during this month."

Natural, human curiosity, if properly aroused, can be made to help sell MAZDA lamps. This is the opnion of Mr. A. L. Solomon, of the Solomon Hardware & Supply Co., Banner agents, Hodgenville, Ky. Personal notes sent to customers in sealed envelopes, and a MAZDA window trim, is the combination which proved successful for Mr. Solomon. Mr. Solomon says: "Mail cards to those on your mailing list, reading thus:

> 'We wish to extend to you and your family our best greetings and wishes for a joyous holiday season.
>
> 'We take this means of inviting you to our store in order that we might show you how to make this season a brighter one.'
>
> "After these cards have been sent out, have a window decorated in true Holiday style, featuring MAZDA lamps only. Have a placard worded, 'Let Banner MAZDAS make this the brightest season.'
>
> "In all our advertising we have got the best results by directing a sealed personal note to the housewife.
>
> "By calling attention to something in our store, and still leaving a doubt as to what we refer, has proved to us that a good many of the women, when in the neighborhood, will walk to our place."

Like Mr. Solomon, you can capitalize your insight into human nature.

"Advertising MAZDA lamps on lighting bills is an effective MAZDA sales scheme," says Mr. W. H. Sweet, Cashier, Home Electric Light and Steam Heating Co., which sells Sterling MAZDAS at Tyrone, Pa. Customers who pay their bills at the office of the company are reminded of the advantage in using MAZDA lamps at a time when they are thinking of ways to reduce their bills.

Central stations, imprint your December bill forms thus: "MAZDA Lamps Make the Holidays Brighter," or your January forms to read: "MAZDA Lamps Insure a Bright New Year." A MAZDA advertisement on bill forms for each month of the year will show results in your lamp sales, is Mr. Sweet's opinion.

Here, *Stimulator* readers, are sales ideas of men who know from actual experience how to boost MAZDA sales. Choose those you like best and use them to your own advantage.

Digitized by Google

What's New in National Quality



100-Watt MAZDA C Lamps Burn in Any Position. A New Miniature Voltage Rating

RECENT developments in manufacturing make it possible to announce that all of the 100-watt MAZDA C lamps which are now being produced can be burned in any position, and that any 100-watt National MAZDA C lamps which are not marked to burn tip down can be used in any position. This is another strong talking point. As yet, the higher wattage lamps are ordinarily designed for tip down burning and the very large sizes will probably give the best service only in such position. If MAZDA C lamps larger than the 100-wat size are desired for operation in other than pendant position, tip downward, the order should specify the fact.

Data on Street Lighting Transformers

THE Supply Department of the General Electric Company, Schenectady, N. Y., has just brought out an 84-page booklet entitled "Constant Current Transformers for MAZDA Street Lighting Systems." Many of our readers should find it advantageous to send for this publication.

The "De Luxe" Electric Sign



Clever "De Luxe" Electric Sign

THE Thos. Cusack Company, Chicago, is proprietor of a new patent indoor sign which, for novelty and effectiveness, is a winner. The sign consists primarily of a piece of plate glass, 9″ x 18″, through which the light from a 25-watt Peerless MAZDA show case lamp is projected edgewise. The advertising design is etched on the glass and ap-pears to glow by its own light when the sign is connected to the circuit. It also makes a pleasing daylight sign when not lighted.

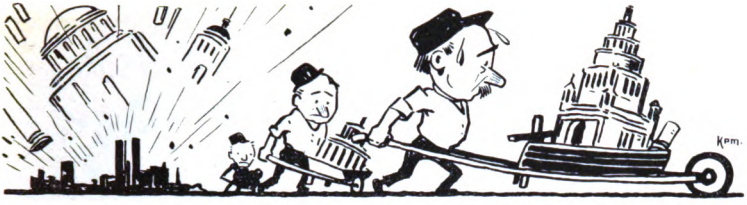
Change in Voltage Rating of Automobile Lamps

AUTO lamps for 3, 6 and 9 cell battery generator lighting systems previously rated at 6-7, 12-14 and 18-21 volts are now rated at 6-8, 12-16 and 18-24 volts respectively.

Complete voltage tests have shown that the voltage may vary, on three-cell systems, between 6 and 8 volts. Therefore is has been deemed advisable to indicate by a new rating, 6-8 volts, the correct voltage of the systems for which these lamps are intended.

A similar change based upon detailed investigation has likewise been made for lamps designed for use upon 6 and 9 cell battery generator lighting systems.

Digitized by Google



After the Expositions, What?

WHEN the first flush of two great World Expositions had passed, Pacific Coast citizens began looking ahead, wondering what the after-effect upon business would be.

A year of extraordinary activity, occasioned by the coming and going of millions of visitors, cannot fail to leave its impress upon that portion of the country which experiences it. The effect will be positive, good or bad, and none realize this better than the people of the Pacific Coast.

But what of National MAZDA? The question faced by the Pacific Coast can be applied directly to ourselves. What will be the effect of the World Expositions upon the industry in which *Stimulator* readers are directly interested? The answer can only be encouraging. Never before has there been a more comprehensive demonstration of the supremacy of MAZDA. Every visitor to the Expositions has been impressed by the entire absence of any but MAZDA incandescent lamps at both Shows. Every National agent can use this fact as a sales argument.

National MAZDA distributors on the Coast are not slow to take advantage of this wonderful demonstration of MAZDA superiority. Where Exposition facts are better known the lessons learned are better applied. National MAZDA Service is worthy of its name and fame in the Exposition country. The National MAZDA factory at Oakland, Cal., the only lamp factory on the Pacific Coast, assures distributors in the extreme West that no mite of the prestige gained through the Expositions shall be lost through lack of Service.

"After the Expositions" holds only good promise for National MAZDA. Events of this nature provide a long lever that every National agent on the Pacific Coast and elsewhere can use to boost MAZDA business—our chief object—and everywhere National MAZDA Service backs up our claims.

Burning Electric Signs During the Daytime

BE a pioneer! That's one way to promote business. You can help your lamp business by showing your customers new uses for lamps and new applications of old uses for them.

Haven't you noticed how everyone looks at an electric sign which is burning during the day? Some who see it think the occurrence is an accident or the result of carelessness—but the point is, the sign and its message are noticed.

The more hours per day signs are burned, the greater the demand for lamps. Help your MAZDA business by starting the day-lighted electric sign movement in your city. It will pay in two ways—more publicity and greater lamp sales.

Central stations, here is an opportunity to increase your day lighting load. In some cities a bid is already being made by power companies for this business. One advertisement reads as follows:

"At a cost of 3 cents per kilowatt hour the daylight use of an electric sign represents an advertising cost that is almost nothing. Use your sign on occasional cloudy and rainy days. You will find it even more effective and resultful than at night. Almost every store front is on the shady side of the street at some time of the day. Flash your message during this period for a month and watch the results."

Try this with your own sign and show your neighbors its advantage.

Digitized by Google



MISS K. Oakes, of the Lamp Department, Electric Appliance Co., Packard agents, Dallas, Texas, reports that by soliciting MAZDA C business during a "Buy-It-In-October" movement inaugurated by a local newspaper, the Company landed an order for seventy-two 1000-watt units as a starter. These lamps were used for illuminating the area in front of the grand stand at the State Fair Grounds during the Texas State Fair. Good Work!

Mr. E. B. Allen, of the Tafel Electric Company, Louisville, Ky., has found that the industrious American school boy is a good lamp salesman in the residence district, reports T. T. Barnett, of the Bryan-Marsh Division. From five to eleven boys have been kept busy for some time selling Bryan-Marsh MAZDAS among residences in Louisville.

Congress ought to award a medal to the town which has the largest number of electric lamp sockets in use in proportion to its population. We do not know what town would win the honor, but for a starter Garrettsville, Ohio, might be mentioned. Here the ratio is five to one, 5000 MAZDA lamps in service in this town of 1000 people, so Mr. Wm. Coale informs us. Who'll take up the challenge?

Superintendent Blech, of the Public Service Company, Waukegan, Ill., sends the *Stimulator* a 100-watt MAZDA lamp of the old pressed filament type which burned for a long time in the office of Edward Conrad, Deputy Coroner of Lake County, Ill. The remarkable thing about this early National Quality MAZDA lamp was that although suspended by a drop cord and suffering a severe shock every time the key socket was operated, the lamp still held up. It was destroyed by a painter, who attempted to decorate the lamp with paint, with disastrous results.

A clever scheme for advertising Fostoria MAZDA lamps in a display window was originated by Miss Lois McFarland for Mr. Bert Reagan,



Sign Originated by Miss McFarland

Fostoria agent, Lexington, Ill. The words "Fostoria MAZDA Lamps" were spelled by sticking pieces of Fostoria MAZDA lamp literature to the window above a display of electrical goods, including MAZDA lamps.

Mr. A. Morris, of the Universal Electrical Appliance Company, Duluth, Minn., found that he could increase his MAZDA lamp sales by employing boys to take orders for them. The manager of the store put a "Boys Wanted" sign in the window and advertised for boys in the local papers. Plenty of boys applied for jobs. They were given cards on which were printed the prices of different sizes of MAZDA lamps and were told to go out and take orders for lamps. The boys worked on a commission basis, receiving 3 cents for each lamp sold. Every evening they brought in their orders. Before the next evening the lamps were delivered and the boys paid their commissions on their sales. "This increased our lamp sales appreciably, advertised our place and made Bryan-Marsh MAZDAS popular in this city," says Mr. Morris.

Digitized by Google



WHAT'S all the noise about the 100-watt MAZDA C lamp? It's simply the echo of well-deserved popularity and favor that comes to anything that backs the claims behind it by actual performance. You have heard the praise bestowed upon a foot ball player who makes a touchdown. If he repeats the performance he's acclaimed a star and is expected to perform as such always. The better his performance the louder the praise.

That's the way with the 100-watt MAZDA C. Much was claimed for it and it has more than fulfilled all expectations. Therefore, it is now a real leader. Its reputation is backed by fact, actual performance and usefulness in many fields. Because of its size and the quality of its light it can be used with excellent results for several distinct purposes more efficiently and effectively than perhaps any other unit. Ten of these are: Lighting of show windows; local lighting in industrial plants; general illumination in interiors such as offices, hotel and theater lobbies, club rooms, small stores and art galleries; lighting of small store fronts and bill boards of moderate size.

Show window lighting has proved an unusually fertile field for 100-watt MAZDA C sales because of the candle-power of the lamp and its physical proportions. The adaptability of the lamp for this class of lighting is aided by Holophane prismatic reflector No. 983, which is designed especially for window service with this lamp. The 100-watt MAZDA C and reflector No. 983 form a combination that absolutely cannot be excelled. As F. H. Krauss, Banner salesman, says: "MAZDA C and 983 makes a nice jingle—as a rhyme and in the dealer's pocketbook." Don't forget this in your hunt for more 100-watt sales.

It has been found by actual test that the 100-watt MAZDA C lamp, bowl-frosted, is a favorite for reading in homes. Recommend it when your customers want a good reading light. The testimony of I. E. Christman, Banner Salesman, bears out this recommendation. Says Mr. Christman: "Recently I stationed myself at the lamp counter in the store of one of my agents. When people asked for lamps, stating that they wanted something to read by in their homes, I always demonstrated a bowl-frosted 100-watt MAZDA C. Not one of them complained of too much light and in half an hour I sold 100-watt MAZDA lamps to four customers for home use."

Each of the fields mentioned offers special opportunities for bigger business in 100-watt MAZDA C lamps. There are 100-watt opportunities in your town. Do you know them?

Digitized by Google

Prosperity Week—A Patriotic Event



A Solid Week of Electrical Activity, Starting November 28th.

THIS *Stimulator* reaches you on the eve of Electrical Prosperity Week. The time for turning your plans into action is short.

The first working day of the Week is Monday, but why not get the local clergymen interested and ask them to mention the practical, prosperity-bringing wonders of electricity in their pulpits on Sunday, the 28th?

Naturally, you will have Zim's "Thanksgiving-Prosperity" trim in your window early in Thanksgiving week, and leave it in right through Prosperity Week, ending December 4th.

Coincident with Prosperity Week, "Electrical Week" at San Francisco closes the world's greatest Exposition, with a blaze of electrical glory.

Prosperity is about ninety per cent a matter of confidence. Never was there greater reason than right now to talk confidence—confidence in our national institutions, confidence in business stability—confidence in America. With confidence comes readiness to invest in needed equipment. Confidence will pave your way to big sales of MAZDA C lamps and accessories for shop and street lighting.

Let us put heart and soul into Prosperity Week. Do it not only because it will pay—but do it because it is patriotic.

Proper Lamp Propaganda Widely Spread

HERE and there an advocate of long lamp life turns up, but it's only occasionally. Two years of active campaigning against the false theory that long life means economical light has made strong converts to the proper lamp idea of the large majority of progressive lamp distributors.

The purchaser of a lamp is entitled to receive an article which will efficiently translate electric current into light and last a reasonable length of time. In the final analysis, the real thing for which the lamp user exchanges his money is *light.* His effort, when buying lamps, should be to secure that lamp which will enable him to get light at the lowest cost.

This can be accomplished only when the voltage rating of the lamp and the voltage at the socket in which it is burned bear the correct relation to each other.

To burn a MAZDA lamp at a voltage less than its rated voltage is folly. The life of a lamp is increased by undervoltage burning, *but the cost of light is increased.*

The dealer who sells lamps of a voltage higher than the voltage of the circuit on which they will be burned, thinking that he is favoring his customer by giving him a long-lived lamp, is hurting his renewal business and increasing his customer's cost of light. Under ordinary conditions, a MAZDA lamp will give the most light for the money when burned slightly over-voltage. By following the simple rule that *light,* not life, is what the customer should have, better satisfaction will result in the end.



Digitized by Google

Getting Rich - a la 100 Watt Mazda C !!!

as seen by our precise artist

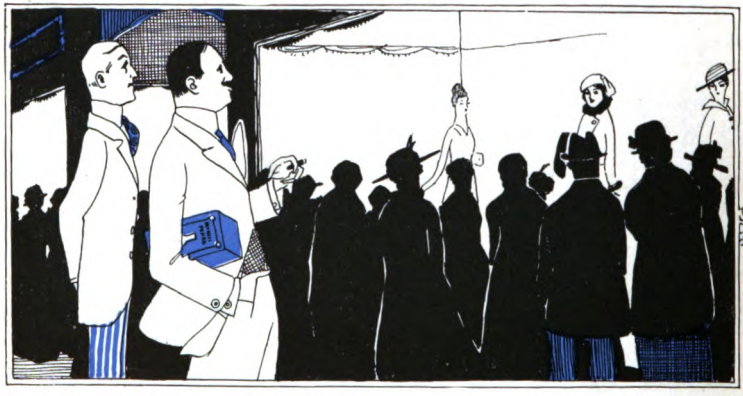


Digitized by Google

THE 100-WATT



A MAZDA lamp man has induced this merchant to buy one 100-watt MAZDA C lamp for his window, as a demonstration. The merchant sees his other lamps are dim in comparison, and is ashamed of them. Scores of lamp men have written us that they started big sales of 100-watt lamps in this very way.



The lamp man, calling on the merchant next day, has found him pleased with the one demonstrating lamp, and readily secures his order to re-lamp the whole window and store. The merchant finds crowds attracted to his MAZDA-lighted window, and is delighted with his purchase of 100-watt MAZDA C lamps.

Digitized by Google

SELLING CHAIN



The neighboring merchants, one after another, awake to the fact that Jones & Company's window, well lighted with 100-watt MAZDA C, pulls in much more trade than their own windows. The cut shows a merchant consulting with the lamp man, and placing the order to "make my store as light as Jones & Company's."



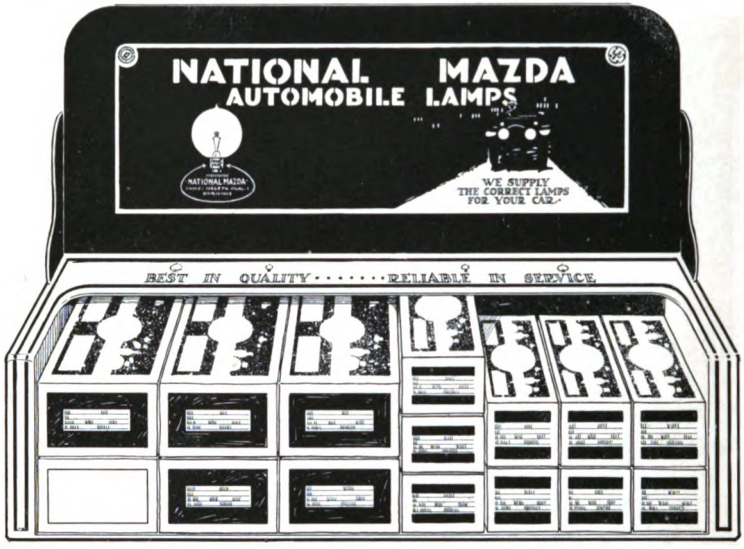
The lamp man, by his thorough demonstrating work, has done more than make two blades of grass grow where one grew before—he has sold several cases of 100-watt MAZDA C lamps to half-a-dozen stores, where there was only one demonstrating lamp to start with. This selling chain *works*. Have *you* worked it?

Digitized by Google

An Improved Cabinet for Auto Lamps



Attractive Container to Cut Big Figure in Auto Lamp Sales



THIS is the new cabinet for the selected stock of one hundred auto lamps from which it is possible to supply the proper lamps for almost any car. The stock is neatly packed in the display cabinet and the outfit sells for $15.93. This is an excellent sales opportunity for any agent or customer. Write now for further information.

REAR safety signal systems are now being installed on many automobiles, warning vehicles behind when one is about to turn a corner. Such devices depend largely on reliable miniature lamps for their usefulness. Several well-known rear signal systems are therefore now using National Quality MAZDA miniature lamps exclusively, so H. K. Annin, of the Federal Miniature Lamp Division, informs us.

Reducing Glare From Auto Headlights

MANY states have enacted laws against glaring headlights on automobiles. The New Jersey law, for instance, states that bright light may not be projected at a greater height than four feet above the road, *but if the dazzle or glare is eliminated, light may be projected as desired.*

There are many good reflectors and dimming devices now on the market which may be used with high candle-power auto headlights for city driving. A bright beam of light is very useful on rough country roads and is quite within the law.

Pasting paper over headlight lamps or smearing them with paint or grease is unsightly and unnecessary.

Digitized by Google

Do as You Advocate—a Good Motto

Demonstrations on Your Own Premises
Help 100-Watt MAZDA C Sales



"SHOW your faith in 100-watt MAZDA C lamps by installing them in your place of business and using the installation for convincing others of their value. Supplement this with a MAZDA window display and newspaper ads calling attention to the merits of MAZDA C lamps.

"Call on prospects and talk efficiency, more light for the same current consumption, and then bring them around to your place of business to see your installation. Do they fall for it? Well, I should say so!" says Mr. Henry C. H. Hoffman, of the Protective Electrical Supply Co., Sterling agents, Fort Wayne, Ind.

Talking price last is another part of Mr. Hoffman's plan, for price seems least important after all the good qualities of the 100-watt MAZDA C lamp are known.

If the haberdasher finds that sales are helped by wearing neckties from his stock by way of demonstration, why shouldn't the plan of "using them yourself" prove practical for boosting 100-watt MAZDA C sales?

The power of demonstration in selling 100-watt MAZDA C lamps has been proved by Mr. C. W. Graf, New Business Mgr., Ohio Light & Power Co., distributors of Fostoria MAZDA lamps at Logan, Ohio. Mr. Graf reports that many "show me" customers who would not listen to argument readily succumbed when the 100-watt MAZDA C lamp was demonstrated.

During the first effort, 100-watt lamps were installed on 40 store fronts. Before they had burned three nights, 20 more applications had come in for new installations and many for replacing 100-watt MAZDA B lamps with the MAZDA C style.

Verily, demonstration pays. Prove it by a trial.

Sell Our Outfits to Photographers!

NOW'S the time! The season for selling MAZDA C photographic outfits is here. By Christmas Day the big opportunity will be past.

We are *specializing* on the photographic light, and will help you make money on it in your territory. Special helps for marketing this outfit furnished on request.

Write us for samples of folders "Duplicating Daylight" and "Photographic Daylight After Dark," which we can furnish you for distribution to local photographers.

More than $7.00 profit for you on every outfit. *Address:*

NELA SPECIALTIES DIVISION
NELA PARK, CLEVELAND

Digitized by Google

Notable New Lamp Installations



Palace Clothing Co., Kansas City, Mo. Lighted with 56 National 500-Watt MAZDA C Lamps

THE largest single installation of MAZDA C lamps in Kansas City, according to the Satterlee Electric Company, local agents for Buckeye MAZDAS, is the Palace Clothing Company whose store interior is here shown.

Fifty-six 500-watt MAZDA C lamps make this store a bright spot to be remembered. It is not only a good advertisement for the Palace Clothing Co., but a bully ad for the Satterlee Co., and one that should open the way for more similar lighting installations.

Mr. A. B. Ewing, of the Chicago Bryan-Marsh sales force, sent us this picture to illustrate the luxury in which Illinois cows live. This up-to-date barn belonging to the Wilco Dairy Co., Willisville, Ill., is lighted throughout with Bryan-Marsh MAZDA lamps.

Why isn't it a pretty good hunch to go after some more dairy men on this MAZDA C lighting proposition?



Barn of Wilco Dairy Co., Willisville, Ill. National MAZDA C Lamps in Every Socket

Digitized by Google

A BIG OPPORTUNITY FOR MORE PROFIT—(*Continued From Page 3*)

No modern merchant overlooks the value of his store's mouthpiece—the show window. Even non-commercial institutions like the churches recognize the advertising power of their windows—else why all the stained-glass pictures?

Take advantage of this Contest to prove to yourself the drawing power of a good MAZDA display. If you have not yet sent in your entry do so at once—there is still time. All photographs of displays received before the close of December 13th will receive consideration by the judges. Remember, too, that it is displays with selling value that will win prizes. You need not refrain from entering this Contest because you feel a lack of artistic instinct. If you can make a display sell MAZDA lamps your chances for gain, in addition to increased sales, are good.

Two features of this Contest that should appeal to every distributor are the prizes for Classes of Contracts and the Territorial prizes. This permits a Contest within a Contest and gives each distributor an opportunity to prove his supremacy in his Contract Class and in his Territory. The entire Contest is an excellent setting for an increase in your MAZDA sales as well as competition in sales-bringing window displays. *If you're not in on it, get in on it now!*

Suggested Stock of 12-16 Volt Auto Lamps

A LARGE number of the new cabinets containing selected stocks of 100 National MAZDA auto lamps have been sold to lamp men and auto accessory dealers all over the country.

This stock of lamps does not contain any 12-16 volt lamps for use with 6-cell storage-ba tery-generator lighting outfits.

Wherever the demand for 12-16 volt lamps is sufficient to warrant carrying them in stock, the following assortment is suggested:—

Number of Lamps	Description	Volts	Amperes	Approximate Candle-power	Type and Size of Bulb	Base—Bayonet Type
5	MAZDA C	12-16	1.5	24	G-12	Double Contact
5	Headlight	12-16	1.5	24	G-12	Single Contact
5	Headlight	12-16	1.0	15	G-16½	Double Contact
5	Headlight	12-16	1.0	15	G-16½	Single Contact
10	Sidelight	12-16	.42	4	G-8	Double Contact
10	Sidelight	12-16	.42	4	G-8	Single Contact
10	Rear & Meter	12-16	.26	2	G-6	Double Contact
10	Rear & Meter	12-16	.26	2	G-6	Single Contact

Digitized by Google



National Cash! National MAZDA!

THE plant of the National Cash Register Company, Dayton, Ohio, shown at the top of this page, is known throughout the world as one operated with a degree of efficiency out of the ordinary. The management of this plant has long since recognized the value of good lighting and good lamps in industrial management. That is why National MAZDA lamps are employed exclusively. The Wm. Hall Electric Co., Bryan-Marsh agents at Dayton, keeps the sockets in this immense plant filled with lamps, many of which are of the MAZDA C class.

A New Book Off the Press

MR. M. Luckiesh announces that his book "Color and Its Applications," published by the Van Nostrand Company, has been available since November 15th. The price is three dollars. This 360-page book contains 130 illustrations, several color plates and a wealth of material for all interested in light and its applications. It contains much original data obtained by Mr. Luckiesh through years of study of the science and art of color.

Capital Turnover a Most Important Business Factor

THE rapidity with which capital can be turned is one of the most important factors entering into the profitable management of any business. The days of long profits have passed. Under the stimulus of modern razor-edged competition, with business being conducted on a continually decreasing margin of profit, successful business men think in terms of Capital Turnover. To those who have not, either consciously or unconsciously, become adapted to this change, failure is a foregone conclusion.

Recently a lamp agent, one of those who always wanted so much consigned stock, became insolvent. An effort was made to sell his assets in bulk for the benefit of creditors, in order to avoid the expensive proceedings incident to bankruptcy. The creditors managed to interest a prosperous dealer up the street, who came down to look over the stock. Someone present during the examination remarked, "I don't understand how all this stock could turn;" and the prosperous dealer smiled knowingly. "Turn! Turn!" he said. "Why if this fellow understood the importance and value of Stock Turnover he would not be in this fix today."

Turnover is the badge of success. That is why MAZDA lamps present such an attractive proposition to the dealer. There is a demand for them. They Turn. It is for this reason that dealers cannot afford to be over-stocked; for the same reason the lamp manufacturer cannot afford to carry excessive investments in consigned stock.

—*T. K. Quinn*

Digitized by Google

National MAZDA Advertising Draws

"The Way to Better Light" Slogan Makes Big Hit. Are You Using It?



THE slogan, "The Way to Better Light" has proved a wonderful stimulus to National MAZDA sales during the busy fall season. From everywhere come demands for newspaper cuts and MAZDA literature featuring this striking, expressive slogan, which so well describes National MAZDA. "The Way to Better Light" is an apt expression which tells the public just what National MAZDA is.

Far-reaching national advertising, in which this striking slogan is presented, is causing an increase in MAZDA sales in which every agent and central station should share.

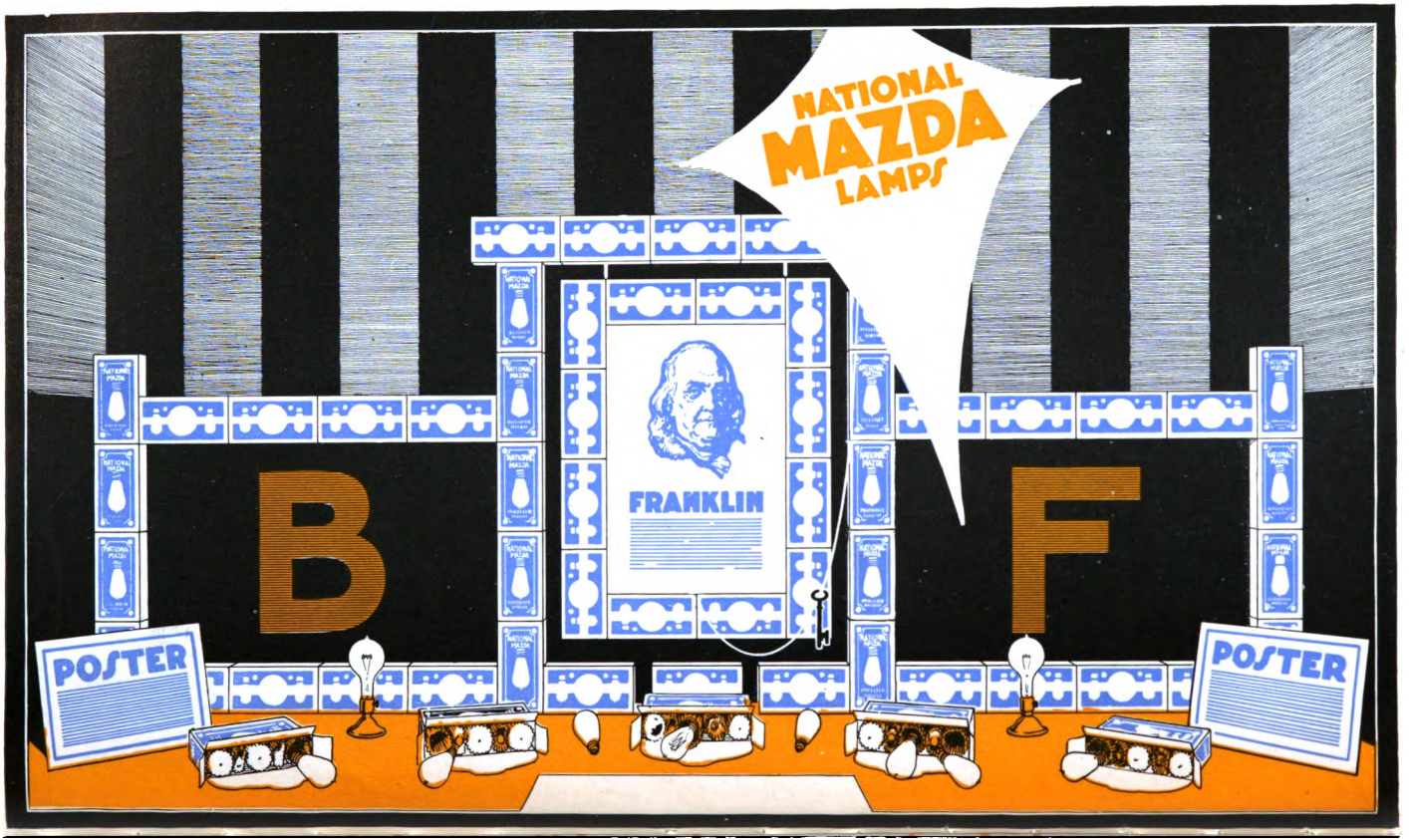
In this entire series of advertisements the Blue Convenience Carton is featured. The public is taught to identify the lamp by the package in which it is sold and by its brands. This affords a tangible connecting link between national advertising and local advertising.

On October 9th a *Post* page taught the lesson that the way to correct, economical lighting is through the use of National MAZDA lamps. The *Post* of November 20th contains another page of convincing argument in favor of National MAZDA. The October 2nd and November 6th numbers of *Literary Digest* carried the National MAZDA message to their thousands of readers. The issue of December 4th, Electrical Prosperity Week, will contain a National MAZDA advertisement.

Every one of the magazine ads is designed to create demand—local advertising in newspapers, display windows, direct-by-mail folders and lantern slides, must indicate to lamp users where the demand can be satisfied. This demand-creating advertising is placed in publications that are read in the great majority of worth-while homes; this is the field that uses 60 per cent of the lamps manufactured. These magazine ads pave the way for increased lamp sales for distributors who hook up with them. Those distributors benefit most who make the best use of National MAZDA sales helps for local advertising.

Seize the opportunity when the chance for profit is greatest. Identify your business with the ads your customers see by using the free *Post* displays sent you. Use Zim's window displays which you may have for the asking. Connect your name with National MAZDA in the movies with lantern slides which you can get from the Division whose lamps you handle. Advertise in your local newspapers and use cuts which you can secure upon request. Muster all your forces and *land the business for which the demand is being created.*

Digitized by Google



Digitized by Google

Ben Franklin, "Father of Electricity"

ON January 17th, 1916, the world will commemorate the 210th anniversary of the birth of Ben Franklin, the man who originated the theory that lightning and thunder are electrical manifestations. Furthermore, he proved it with his kite, key and Leyden jar.

Progress in electrical development has continued rapidly since Franklin's time. National MAZDA lamps are a result of this progress. Honor the memory of one of America's most famous men in your effort to spread the lesson of better light by the sale of National MAZDA lamps.

I will send you necessary material for the Franklin window display—all but cartons, which you should begin saving now, and minor articles—if you will return the coupon below. January 17th falls on Monday. Put in your display on the previous Monday and leave it in until after the anniversary.

National Mazda Stimulator,
Nela Park, Cleveland.

Please send me the materials for building the "Ben Franklin" Lamp Window. I understand this material is being paid for by the Division whose lamps I handle.

(Important)
We handle
_____Brand
MAZDA Lamps.

Name_____
Company_____
Address _____

Send today for free Franklin newspaper ad plate and free lantern slide for moving picture show advertisment.

Mail your coupon early—my supply of displays is limited and I cannot send any after January 1st, 1916, unless in exceptional instances.

Yours truly,
—*ZIM*



Ben Franklin's Day
Jan. 17, 1916

¶ January 17th is Franklin's 210th birthday anniversary.

¶ Ben Franklin added to the world's knowledge of electricity.

¶ He preached thrift.

¶ If he were alive today he would advise the use of **National MAZDA Lamps** because they give triple the light of old style lamps for the same light bills.

¶ Be wise—buy them at our store today.

(*Your Name and Address Here*)

3-inch, 1-column "Ben Franklin" Newspaper Ad.
Send for It Today

Digitized by Google

They See It and Then They Buy



Carrying Case Containing 100-watt MAZDA C and 983 Reflector Helps Sell Many Units.



"SEEING is Believing" may be a hackneyed phrase, but it is as true as ever, is the opinion of Mr. F. L. Lewis, Holophane salesman traveling out of Cleveland. Mr. Lewis has carried a 100-watt MAZDA C carrying case continuously for many weeks and asserts that it has paid for itself more than a hundred times over. Central Station men and Jobber's salesmen, if you *demonstrate* the 100-watt MAZDA C lamp with a 983 Holophane prismatic reflector, your prospects cannot fail to see the bargain. Result—more sales for you. Your local trunk works can supply you with a case, you can build it or we will supply one for $1.25. Try it for big results.

Monster Sign Has Unique Features



Monster Motograph Sign at Foot of Michigan Avenue, Chicago

ANYONE passing down Michigan Ave. in Chicago is sure to see the immense Federal Motograph Sign, 50 feet high, 143 feet long, containing 10,000 ten-watt G. I. MAZDA lamps.

Letters 12 feet high move across the face of the sign. The advertisements are changed every week. The photograph was taken when the sign spelled the message: "Insist on G. I. MAZDA lamps."

The moving letters are formed by lighted lamps controlled by a perforated paper ribbon which selects the lamp circuits to be lighted.

A unique feature of the sign is the flashing of the exact time of day after each advertisement. This sign is owned and operated by the Federal Sign System(Electric).

Digitized by Google

Unconventional Portraits of Stimulator Correspondents — *A. J. Hitzker*



Name—A. J. Hitzker.
Color—White.
Place of Birth—Winona. Minnesota.
Residence—Chicago, Ill.
Married—No.
Business—Selling Little Lamps to Big Men.
Hobby—Do.
Favorite Diversion—Do.
Attested as Correct—A. J. Hitzker

Remarks

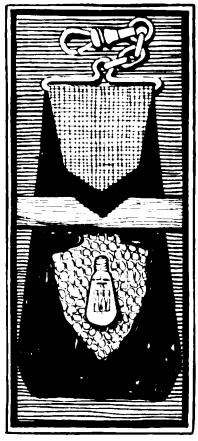
THE vital statistics of Winona, Minnesota, (which is not, according to the subject of this sketch, to be confused with the Hoosier Winona of Chatauqua fame) for some time in the late eighties record the arrival of a male infant in the Hitzker family. Later he was described as Albert J. What the J. represents, Albert refuses to state, but his intimates judge by his disposition that Josh would be very appropriate; for where is there a more jovial individual?

"Hitz," for that's the way he's really known, began life by capturing a few high grade marks in the schools of Winona. Then he worried the professors at the University of Minnesota until they gave him a sheepskin.

Before "Hitz" found his real mission in the lamp world he served an apprenticeship in the Engineering Department and later impressed the natives of the middle west with the merits of Colonial MAZDA. Then he found that miniature lamps were the biggest proposition on deck and joined the Miniature Lamp Department at Nela Park. Now this worthy *Stimulator* correspondent is exclusively engaged in his favorite business, diversion and hobby "Selling little lamps to big men," from Federal headquarters at Chicago.

"Hitz" has other hobbies which he is too modest to admit. He can perform at the piano (not the player kind)and his voice would sound well on a Victrola record. He's a bridge fiend beyond redemption and always wins—if his partner is any good. You have heard of men who know all autos by their hubs; "Hitz" indentifies them by their lamps—and that's going some.

Digitized by Google



Can You Beat These "Bogies"?

If so, you are eligible to compete for one of the 25 Gold Watch Fobs

which will be awarded on New Year's Day to winners of the 100-watt MAZDA C Contest described below.

Fill in the record of your company, week by week, in the following table of Bogies. Tear out page and mail to us.

I certify that my company sold the number of 100-watt MAZDA C lamps I have filled in for each of the 4 weeks in the following table.

Company Address _____

Your Name _____

Size of Your Contract	$150	$300	$600	$1200	$2500	If larger contract fill in here $_____
No. of 100-watt MAZDA C Lamps your Co. should sell per week for you to enter contest.	3	6	12	25	50	(Fill in, Pro Rata)
Number Actually Sold, Week Ending Nov. 27.						
Number Actually Sold, Week Ending Dec. 4th.						
Number Actually Sold, Week Ending Dec. 11.						
Number Actually Sold, Week Ending Dec. 18.						

The 25 National MAZDA watch fobs will be awarded for the best 25 letters from individuals telling *how it was done.* Send the above certificate with your letter. Contest closes December 31st. Full list of winners will be published in January.

Mail all letters or inquiries concerning this contest to

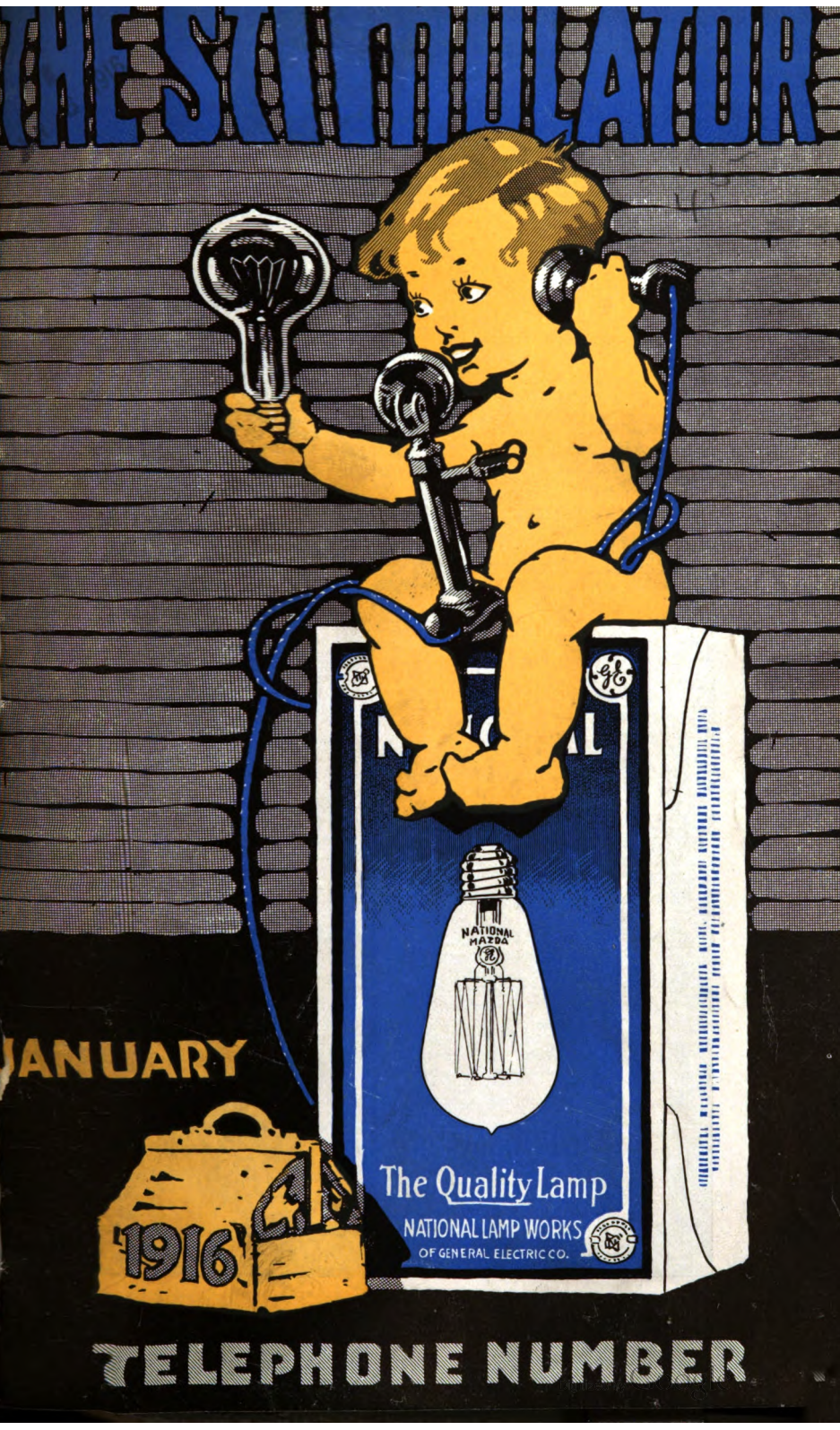
NATIONAL MAZDA STIMULATOR

NELA PARK 871238 CLEVELAND

Published by National Lamp Works of General Electric Company
Member of Society for Electrical Development—"Do It Electrically"

Digitized by Google

THE SKINNER



JANUARY

TELEPHONE NUMBER



The Year Nineteen hundred Fifteen is notable for substantial development in the lamp industry. The perfection of the 100 watt National Mazda C lamp alone suffices as evidence of this truth, though it is but one event of the year through which the industry and the public have benefitted. Mazda sales have far exceeded all previous records.

In looking forward to the possibilities for the Year of Light 5916, and of the Christian Era the 1916th, we have, in addition to our own realization of past achievement, the acknowledgement of the superiority of Mazda by an impartial world court. The Grand Prize for Electric Incandescent lamps at the Panama-Pacific International Exposition has been awarded to the General Electric Company for Mazda lamps. This is the highest recognition of merit awarded for incandescent lamps at the Exposition. National Mazda lamps are fully included in the honor, a gratifying testimonial of the results produced by the world's greatest lamp research organization.

Upholding this distinction as a standard for the future, the Stimulator extends to you its sincere wishes for continued success.

Digitized by Google

National Mazda Stimulator

A Publication with a Purpose—To Promote Your Lighting Profits

Distributing Office: Nela Park, Cleveland. Other Offices: All National Quality Divisions. One Dollar per Year. Gratis to all Concerned in the Promotion of National Quality Products

VOLUME IV JANUARY, 1916 NUMBER 5

'Phoning Your Way to Prosperity

THE business executive who knows best how to use his telephone is the man who climbs the ladder fastest nowadays. E. H. Harriman knew this, and, not content with keeping his private office wire busy all day, had telephones installed all over his home—even to the bathrooms.

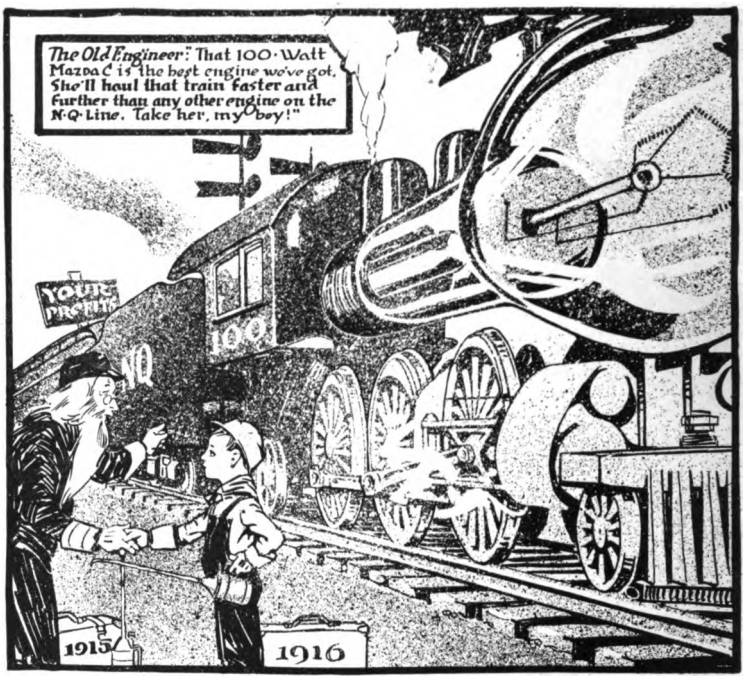
More than anybody else who has goods for sale, the *electrical* man ought to be the fellow to "do it electrically"—*i. e., telephone it.* If you are an agent well known to most of the local telephone users, it will be well to make one of your employees an expert on the proper sizes of MAZDA lamps for residence service, and then run through the 'phone book, addressing each house-mistress as follows:



"Good morning, Mrs. Green. This is A. B. Smith, of the Smith Electric Company. One of my men will be out in your neighborhood this afternoon—Mr. White, who is especially familiar with lamps and illumination. I should be very glad to have Mr. White look over your electric light fixtures, and recommend just the sizes of lamps that would give you the best light for the least expense. No, no obligation on your part. He will be on your street at about 2 o'clock, and it occured to me you would probably like to have him call." Many appointments can thus be made, and of course Mr. White, having a generous supply of lamps with him, will ordinarily make a cash sale before he leaves the premises. Mr. White should be enthusiastic and well coached in the triple-light argument. He should know that MAZDA lamps in the ordinary home sizes sell for $1.35 per carton. He should carry a copy of the latest *Saturday Evening Post* ad featuring "The Way to Better Lighting." Where a spot sale cannot be made, Mr. White

(*Continued on Page 22*)

Digitized by Google



Do All Street Car Lines Use MAZDA Lamps?

WE were agreeably surprised the other day, on hearing a man prominent in railway circles assert that he does not know of a single electric railway where MAZDA lamps are not being used for car lighting. This is a talking point worth bearing in mind, for since National MAZDA lamps withstand the bumps and thumps of street railway traffic, with its frogs, emergency crossovers, sudden stops, and coupling on of trailers, what better proof can be wanted of their ability to stand up in the more peaceful service of ordinary lamp sockets?

But we are from Missouri. We shall mule-ishly refuse, for a period of thirty days, to believe that there is not some traction company which has not yet tried out MAZDA lamps for its car lighting. We hereby offer a set of National MAZDA jewelry free to any *Stimulator* reader who will send us the name of a regular electric railway company now using carbon lamps extensively on its cars, with a statement that you have called the advantages of MAZDA lamps to its attention. This offer will be open until January 31, 1916, and will be confined to one set of jewelry for each company whose name we receive; so have the interviews and send in the names as soon as possible.

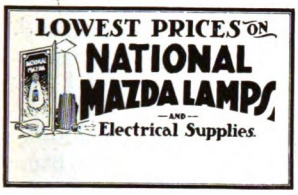
Digitized by Google

Bargains in National Sales Helps

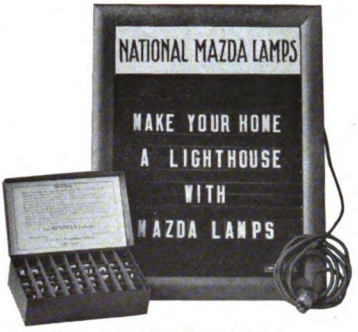
An Offer You Cannot Afford to Miss. Look Into It Carefully



Twenty-Inch Metal Tacker



Wood Frame Metal Sign, 3 ft. x 5 ft.

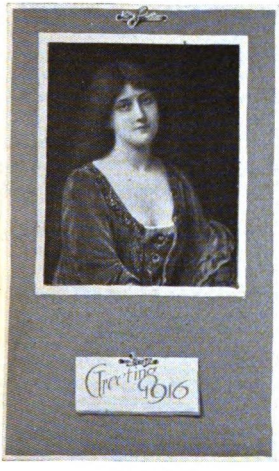


Interchangeable Electric Sign

BECAUSE you are a distributor of National MAZDA lamps you have an unusual opportunity to secure, at bargain prices, several very attractive devices for advertising your business and your lamp business in particular.

These offers are made to National MAZDA distributors only. Look them over and then send your order to those who supply you with lamps. Cash with orders will avoid delay in shipment.

The Interchangeable Sign is an electric flashing sign that can be changed to deliver innumerable messages. Each sign is provided with a permanent transparent agency sign, a thermal flasher, a screw plug and twelve feet of reinforced cord. It is made of steel, finished in velvet black, measures 18 inches high, 14 inches wide and 3½ inches deep. The letters are 1½ inches high and are all of steel, with white faces printed upon black backgrounds.



Art Calendar

A leatherette case containing 525 assorted letters, numerals and characters accompanies each sign. The wording can be changed in two minutes. This sign is suitable for day or night use and can be effectively displayed on counters or in windows. The regular retail price is $7.50. It will be supplied to distributors of National MAZDA lamps, complete, for only $3.50.

Here is a metal sign, lithographed in five colors and framed in a black wood frame, that measures 3 feet high and 5 feet long. The National MAZDA Blue Convenience Carton and lamp brand are strikingly shown. The frame makes it equally suitable for indoor or outdoor use. When used with a MAZDA C Promotion Unit it works both day and night. It is offered for only $2.50. *A package charge of 20 cents is made when signs are shipped singly.*

The embossed Metal Tacker is finished in two colors, showing the Blue Convenience Carton, the agent's name and lamp brand. It measures 20 inches long and 4 inches

(*Continued on Page 10*)

Digitized by Google



Flood Lighting Makes Headway

IT is now about a year since the famous Woolworth Tower, New York City, was equipped with a flood-lighting installation of 250-watt National MAZDA C lamps. Edifices recently flood-lighted are the Rhodes Casino, Providence, R. I., the First National Bank and the Lindner Department Store, both of Cleveland. A remarkable installation is one in Chicago, which floods the Klee Bros. Clothing Store, a triangular building, with light from lamps mounted on standards at the edges of the side-walks. Others will be reported in our next issue.

An Attractive Catalog By a Progressive Firm

THE Caldwell Company, Champaign, Illinois, electrical contractors and manufacturers of electric lighting fixtures of the better class, has recently published a fixture catalog which is a masterpiece of its kind. The book measures 6 by 9 inches and contains 84 pages. A high quality of buff cameo paper is used and all illustrations are in vignetted half-tone, which shows the fixtures attractively. The cover is of heavy white antique paper with the firm name and a decorative design printed in four colors.

Two inserts in this catalog are devoted to Columbia MAZDA lamps, for which the Caldwell Company has an agency.

The officials of the company are highly pleased with the results obtained and are planning a second and larger edition.

Cleveland's White Way Street Lighting

ALTHOUGH Cleveland is by no means the first city to adopt the street lighting system which has come to be known as the White Way, it is the largest city in the United States now employing this method of lighting for its downtown district.



Ornamental iron standards, bearing a specially designed lantern at the top, are spaced at intervals of 85 feet and are placed at the curb on both sides of the street. The height of the lanterns above the street is 15 feet.

National MAZDA C series lamps are used, burning in a vertical, tip-down position. The desired distribution of light is obtained by the use of a band of Holophane refracting glassware, which surrounds the lamp within the lantern, and the proper glass for the panels of the lantern. The inner surface of the panels is rough but the outer surface is smooth, which is an advantage in cleaning.

The octagonal lantern used is shown here. It is of particularly pleasing appearance and is the first ornamental street lighting unit produced which gives an accurately predetermined distribution of light. The design was developed by the Engineering Department, National Lamp Works, Nela Park. After many tests on various kinds of glassware for use in the lantern panels, a glass with a roughened surface was selected. The glassware breaks up the light rays and fills

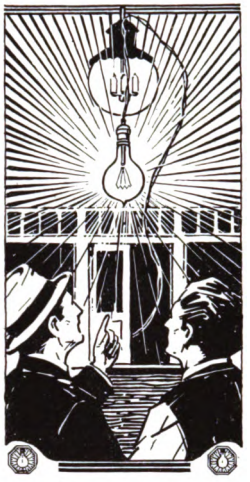
(*Continued on Page 14*)

Digitized by Google

Demonstration is the Real Thing

Isolated Gas Plant Ousted. 100-Dollar Order Landed by Demonstrating One 100-watt MAZDA C Lamp





DEMONSTRATION is a great convincer. It is a safe bet that more 100-watt MAZDA C lamps have been sold as the result of demonstrations than by any other means. Turn the power of demonstration to your advantage and go after the 100-watt MAZDA C business as did Mr. T. H. Bates, of Seymour and Bates, Packard agents, Stow, N. Y. In his own words, this is what Mr. Bates did:

"We have found 100-watt MAZDA C lamps good business getters, and believe you will be interested to know that we closed a $100.00 contract as a direct result of giving the prospect a demonstration with a fifty-foot portable cord and a 100-watt MAZDA C lamp.

"The building consists of a general store and two living apartments. To light it properly with MAZDA B lamps would have required 34 outlets. We agreed to install the work complete with lamps and shades for $110.00. The owner had just bought the building but had not bought the individual gas plant in use in the store. This he could buy for $110.00.

"We advised the use of MAZDA C lamps in the storerooms, and fewer of them, and explained the higher candle-power per watt he would receive from them, but he would not think of cutting down the number of outlets, saying he would buy the gas plant. We asked him to let us show him what one of the lamps would do, and he was like the man from Missouri. We showed him by placing the lamp in circuit with an outside line of lights and ran the cord to the gas burners, turned out the gas lights (four burners) and then turned on the MAZDA C lamp. He was ready to do business right there, saying that it was more light than the whole gas plant would produce. By using the MAZDA C lamps we cut the number of outlets down to 29, made the price $100.00 and got the contract.

"This was good advertising as the store was well filled with people and they all are talking about the lamps."

Pretty profitable work! Are you keeping a 100-watt MAZDA C lamp and portable cord ready to help you hitch to some business like this?

Errand Boy Has the Right Idea

ALBERT Baroffio, of Pittsburgh, is destined to become a merchant prince. He knows a good thing when he sees it. Read what he says: "I saw your article in the *Stimulator* about boosting 100-watt MAZDA C lamps. I am the errand boy for the Liberty Electric and Locksmith Co.

"After work I take one 100-watt Packard MAZDA C lamp for a sample and go all around the district and show the people what it can do. On the very first evening I sold eight 100-watt MAZDA C lamps."

Again the power of demonstration is proved. Have *you* tried it?



Digitized by Google

How You Can Sell



Tag Your Customers Like This

THIS is not an infallible set of directions for doubling your lamp business; it is an account of several clever schemes employed by distributors of National MAZDA lamps to increase their sales and advertise the lamps they sell. We pass them on to you—perhaps you can use them—they're worth a trial.

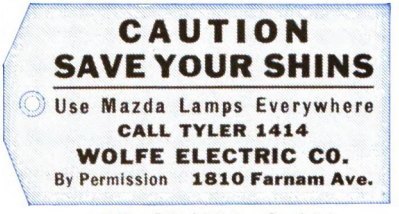
Mr. H. M. Lutts, Mgr., The Allegan Hardware Supply Co., Sterling agents at Allegan, Michigan, made a practical application of the Key to Better Light which proved highly successful. After having put in an attractive MAZDA window trim on the day a *Post* ad appeared, and having placed a MAZDA display ad in the local newspaper, Mr. Lutts engaged boys to hang a diamond-shaped card, with a skeleton key attached by a blue string as shown here, to a doorknob of each house in town. On the reverse side of the card appeared a MAZDA price list. Tinned malleable skeleton keys cost about $1.50 per gross.



Get Your Cobbler to Do This

We quote Mr. Lutts: "This campaign brought us better results than any other we have ever put on. It brought many people to our store and sold lamps for us. The combination—window trim, newspaper ad and this key—did the business."

A useful idea comes from Mr. H. T. Heuring, Central Light Supply Co., Shelby agents, Beaver Falls, Pa. This firm arranged with a nearby shoe repairing establishment to have a piece of lamp literature tucked into each shoe that is repaired. Shortly after this arrangement was made, Mr. Heuring wrote: "I have noticed results that I feel positive were due to my shoe campaign. Two customers bought cartons of lamps and another asked for ten lamps, saying that he did not know we sold lamps until he found the circular in his shoe. There are many other sales that I feel certain resulted from this advertising."



A Tag Like This is a Good Ad

Digitized by Google

More MAZDA Lamps



This Wall Was Once Unsightly; Now it Pays Dividends to Janesville Contracting Co.

The "safety first" argument has sold many MAZDA lamps, but Mr. H. P. Kerr, President, Wolfe Electric Co., Shelby agents, Omaha, Nebr., has applied it in an unusual manner with excellent results. He saw a customer run across the street and stumble over a cable which was used to fence off crowds during a street carnival. He immediately obtained permission of the chief of police to tie tags, printed as shown, to the cables every few feet so they would be noticed. This scheme is a dandy to apply wherever excavations are being made or other operations dangerous to the public are going on.

Using the wall of their building as a bulletin board is one of the methods employed by the Janesville Contracting Co., Bryan-Marsh agents, Janesville, Wis., to advertise the different branches of their business, including MAZDA lamps. The space marked "Bulletin" has a new message every week, which keeps up interest in these signs. This advertising serves two purposes, viz., it calls everyone's attention to the goods handled, and it improves the appearance of the wall, reports Raymond Johnson, Bryan-Marsh salesman.

Gus Mintel and Son, Electrical Contractors, agents for Fostoria MAZDA lamps at San Antonio, Texas, have made an enviable record by doubling their MAZDA sales each year during the past three years. Mr. Mintel believes in window displays, house-to-house soliciting, newspaper advertising and lantern slides in the movies. But he says this: "About eighty per cent of our sales are made because we talk MAZDA lamps to our friends, personally, whenever we have the oportunity, *and by telephone if we can't see them.* It is a good plan to call up your customers occasionally and ask whether any lamps are needed. We have doubled our sales each year simply by talking MAZDA lamps."

Mr. O. H. Pribnow, Superintendent, Electric Light and Water Dept., New London, Wis., finds that personal solicitation, when light bills are due, will sell many lamps. He says: "Each month, as soon as monthly statements have been received, I send out a man with all the Bryan-Marsh MAZDA lamps he can carry. He tells the customers that they will have better light and lower bills if they will use MAZDA lamps exclusively. Nine out of ten of the customers are convinced that this is a saving and buy at least one carton of lamps that they would otherwise not have purchased."

Digitized by Google

Sell MAZDA Lamps by Telephone



You Can Reach Foreign Lands if Necessary, But Try it at Home First

You can talk across the ocean now, it's quite the latest notion now,
To order things from Paris by the 'phone.
You can call your London hatter, you can have a little patter,
With the man who sells you claret, on the Rhone.
You can sit here in Ohio and bawl out the guy in Rio,
If the coffee that he sends you isn't right;
You can yell to Madagascar, you can hire a diving Lascar,
You can cuss a Borneoan till he's white.

Say you need a rug or curtain, and you want a good one certain—
Then you telephone at once to Samarkand;
Say you'd like a hunk of blubber, or a chunk of native rubber—
There, you lubber, is the telephone at hand.
You will buy your silk and satin nevermore in old Manhattan—
You will order it from China and Japan;
And your tulips and your cheeses—you will buy them where it pleases—
You will purchase them in Holland, for you can.

—*Cleveland Leader*

All of this is fine and dandy and it makes things mighty handy,
For the man who orders perfume from Cologne.
But don't let's be overlooking that we all can be a-booking,
MAZDA lamps sales with that same old telephone.
We can take our lamps and sell 'em just by 'phoning folks to tell 'em,
Of the National MAZDA Way to Better Light.
Let's not waste another minute—there's a lot of money in it—
If we only use the 'phone—and use it right.



Clever "MAZDA Clock" Design

MEL Morris, electric sign designer and Shelby lamp agent, of Baltimore, Maryland, is an enthusiastic booster for National MAZDA C lamps. The cut shows an "electric clock" design by Mr. Morris, contributed by him to one of the trade papers last May.

The Thos. Cusack Co. has erected some sign boards in Cleveland that are a distinct improvement over the ordinary, much-criticized billboards. These new boards are ornamented at each end by posts of dignified design, surmounted by 100-watt MAZDA C lamps in opal globes.

Bargains in National Sales Helps—(*Continued from Page 5*)

high. This tacker is suitable for advertising your name, lamps, and place of business on trucks, delivery wagons, buildings, sign posts, fences and many other out-of-door places. Price, each, regardless of quantity, 4 cents. *An additional charge of 30 cents per order is made for imprinting.*

The calendar design on page 5 is an art reproduction which usually sells for 22 cents each. The agent's imprint appears beneath the art reproduction and for each month there is a different sentence advocating the use of MAZDA lamps. Order calendars for 1917 early in 1916.

Special price to agents, imprinted, per hundred, $9.00. Cardboard mailers, per hundred $2.70. Manila jackets, per hundred, 60 cents.



Digitized by Google

Use First Year to Build for Future

Why It Pays New Agents to Prove
Their Mettle in First 12 Months



THIS is a friendly talk to agents who have been handling National MAZDA lamps less than one year. All others please pass rapidly to the next article!

The fact that you were given an agency appointment proves that those who offered it had confidence in your ability to deliver the goods as a lamp merchant. They felt the chances were good that you would develop as a stable, aggressive retailer of National Quality lamps.

You will find it worth while to do your utmost to justify that hope and belief. You will never have anything but congratulations to hand yourself if you make good as a lamp merchant, for when you have built up an established business in this line you will find the renewals a certain, almost automatic, source of profit. For this reason a MAZDA lamp agency is a valuable asset. Agencies are increasingly hard to get, and if lost are difficult, if not impossible, to regain. The largest wholesalers and retailers of electrical goods in this country look upon National Quality lamps as the very backbone of their merchandise business.

But do not look for large profits *the first year*. Rather, bend all of your efforts towards exceeding your contract requirements, thus firmly entrenching yourself as a lamp merchant. Many agents have deliberately taken all of their lamp profits, month by month during the first year, and put them back into advertising themselves as lamp agents. Be a builder. If one lays the foundations deep in this way, he can look with certainty for redoubled profits later on.

When you consider that in many new commercial enterprises the promoters do not draw any dividends for three or four years, it is evidently reasonable that a lamp agent devote his first year largely to *working up his trade*. When he climbs two or three steps higher in the scale of compensation, his profits will richly repay all of the diligent preliminary work.

Below is a handy table. Any $300 agent who sells each month the net value of lamps here shown, will reach his contract requirements with a good margin to spare. Call it a "Table of Bogies," if you like. If you fall behind in any month, we know of no better way of catching up than by taking out a number of 100-watt MAZDA C lamps in the evening, and demonstrating them to the merchants in your vicinity.

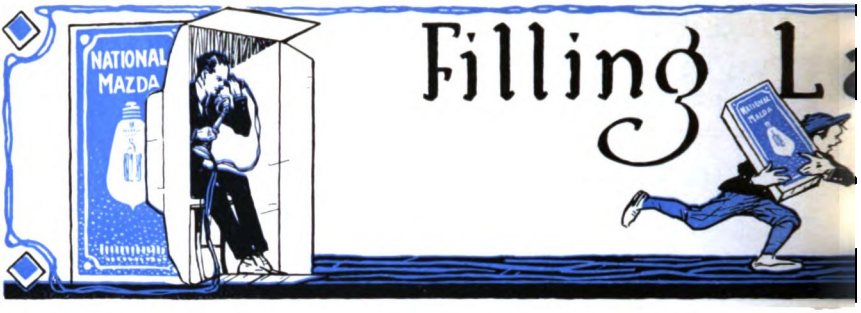
"Table of Bogies" for a $300 Agent

Minimum Net Value of MAZDA Sales Which May be Striven for Each Month

Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
$37	$33	$33	$32	$30	$29	$28	$33	$43	$47	$48	$48



Digitized by Google



Filling La

AFTER spending the greater part of a week inspecting the world's largest plant for the manufacture of telephone apparatus—that of the Western Electric Company, at Hawthorne, Illinois—after roaming through buildings where more than 300,000 telephone jacks were in stock and more than 100,000 telephones were awaiting shipment, and *then* not seeing it all, a visitor exclaimed, "What a fearful blow would be felt by the business interests of this country if its 10,500,000 telephones were suddenly removed!" Of course every reader of the *Stimulator* has a telephone, but there are very few of us who could not improve our efficiency by making greater use of it.

There is nothing—there never will be anything—in your lamp contract obliging you to make good use of the telephone. Yet, undoubtedly, many stores would find such an obligation to their own benefit. Every lamp retailer should have access to the telephone; not only that, he should use it many times a week to make appointments for sales interviews, or to make actual sales.

This brings up a serious point in regard to telephone contracts. Some agents subscribe for limited service only, which restricts them in the number of outgoing calls per month. Now restricted telephone service is entirely inadequate if you propose to get real value out of the telephone as a sales builder. In order to do that you will have to make up long lists of prospects and call them up; hence unlimited service, even though it may cost several dollars more a month, is well worth while.

The same argument applies for private-line service as against party-line service, with the added factor that it is frequently very inconvenient, both for your customers and you, to have another party on the line.

More than one fairly large electrical store tries to get along with a single line when it would gain sales and good will by the installation of two or three trunks, or even a private exchange.

Having made certain that your 'phone facilities are ample, the next thing is to advertise them: Put the words "Telephone Connection" on your "shingle;" put them in your newspaper

Digitized by Google



space; put them on your slides at the movies. The Price Electric Company, a Colonial agency in Cleveland, distributed ruled cards, entitled "Numbers Frequently Called," to local telephone users, with the Price Company's name, 'phone number and "Emergency Electrical Work," filled in on one of the lines.

But don't wait for people to call you up. *Call them up.* Perhaps you haven't time—in that case cash in on the spare time of your clerks. In the morning check off the names of a number of prospects for them to call up, with a set list of electrical conveniences to be called to the prospects' attention. That list, of course, will include a carton of MAZDA lamps, at $1.35.

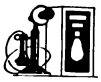
Persons who have had experience in selling by telephone insist that it is absolutely essential to be courteous and deferential in tone when telephoning. Make the customer feel that you are doing her a service by calling her up. Such phrases as "Good morning," "No trouble at all," "It occured to us that you might like to look at", etc., impress the prospect with your desire to please.

Lastly, there is no surer way of building up your lamp trade than by saying, "Shall we send along some MAZDA lamps, too?" near the close of every telephone conversation. Even with the best you can do, clerks are likely to forget this sometimes, so we have devised the little card here shown. It has a hole for attaching it to the transmitter by means of the mouth-piece, and reads, "*Shall we send along a carton of National MAZDA lamps?*" We shall be glad to furnish you with one or more of these cards, on request. They will serve as a constant reminder to the clerks that the telephone can be used to fill empty sockets.



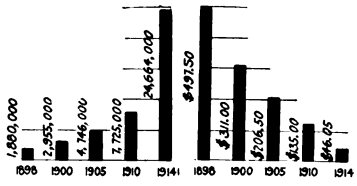
Digitized by Google

MAZDA C Series Lamps Draw Praise



Chicago Commissioner's Report Shows Good Results From MAZDA C Street Lamps.

IN the Eighteenth Annual Report of the Department of Gas & Electricity, City of Chicago, Mr. Ray Palmer, then Department Commissioner, outlines the very complete tests and record of performance which his department made on 2000 MAZDA C street series lamps installed during 1914.



Amount of Light for Chicago Street Lighting and Cost Per Unit of 1000 Candle-Power

In illumination, maintenance cost and fixed charges the MAZDA C lamps are shown superior to the arc lamps with which they were compared.

Space will not permit mention of details of the report, but it is well for *Stimulator* readers who are interested in street lighting to note that MAZDA C lamps won the verdict in a very thorough and exhaustive comparison with other types of illuminants at Chicago.

The diagram shown here indicates the total candle-power supplied by all lamps, and the cost of street lighting per unit of 1000 candle-power per year for Chicago since 1898. Note the great reduction in the cost of light since 1910, since when MAZDA C lamps were installed.

Cleveland's White Way Street Lighting—*(Continued From Page 5)*

the lantern with light, yet permits the greater part to be directed at angles where it is most effective.

All of the units located around the Public Square and on the main downtown thoroughfares are equipped with 1500 candle-power, 20 ampere MAZDA C lamps. Hundreds of units in the less prominent portions of downtown streets are equipped with 1000 candle-power lamps.

A very complete investigation of the relative merits of MAZDA C lamps and the most modern forms of arc lamps for this service was made by the officials of the city of Cleveland before this installation was decided upon, and in this case it was found that an approximately equal volume of light at equal operating cost could be obtained from the several illuminants. However, the more desirable light distribution, simplicity of operation and absence of mechanism, together with the prospect of further improvements in the lamps and future reduction in cost, practicability of using lamps of lower candle-power on the same circuits for the illumination of the narrower and less important streets, the adaptability of the system to changes and improvements in the art of illumination, and finally, the pleasing and distinctive appearance of the unit made the selection of the MAZDA C system unanimous.

If you are selling National MAZDA lamps it will pay you to make a strong effort to light your local streets with MAZDA C lamps. Call attention to the fact that these lamps are being used in New York, Chicago and Cleveland and a host of smaller cities.



Digitized by Google



Nela Test Shows MAZDA Leads

EVERY distributor of National MAZDA lamps ought to be familiar with the fact that a non-MAZDA lamp may be priced lower than ours, may live longer than ours, or both, and yet, if compared *on a fair basis*, would generally be found to be more expensive and shorter lived than ours. By a *fair basis* we mean *at the same efficiency*, in watts per candle. Certain lamps now on the market would have to be burned at a considerably higher voltage than their labelled rating, in order to be as efficient as the MAZDA. When so burned their current consumption is higher, and at the same time their life is greatly reduced, so that there would be no economy in buying them, even at a cut price.

There is at Nela Park a wonderful lamp-testing plant, a small section of which is shown on this page. It was fully described in *Electrical World*, July 3, 1915. Here more than twenty persons, provided with every facility for accurate work, are constantly engaged in testing lamps of all makes, as well as regular samples of the product of National MAZDA lamp factories. The racks, which have a capacity of 9,000 lamps, operate 24 hours per day. Tirrill regulators and carefully designed distributing circuits insure practically unvarying voltage at the lamps. Following is a specimen of results recently obtained by this unrivalled testing laboratory in measuring 185 lamps of ten different makes, none of them MAZDA.

Nominal Watts of lamps tested	25, 40, 60, 100
Their efficiency was lower than National MAZDA by	13%
To get same efficiency as of MAZDA lamps required an overvoltage burning of	7 volts
Average quality of the 185 lamps, compared with National Quality, was	44.2%
These lamps could compete with National MAZDA on a quality basis only if sold for	55.8% less

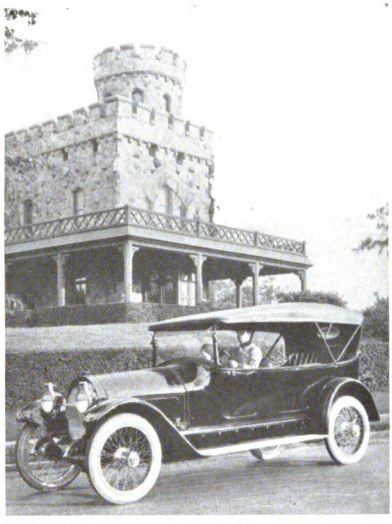
While tests on 185 lamps are not numerous enough to be taken as a quantitative measure of comparative quality, they illustrate forcibly that price and rated life are utterly unreliable as indications of the true value of a lamp.

Tests like those conducted at Nela Park emphasize the economy of MAZDA lamps, from the *consumer's* standpoint. When, in addition, the wealth of selling helps at the disposal of National MAZDA *distributors* is considered, it is not surprising that our lamps occupy their well-earned position of preëminent popularity.

Digitized by Google



National MAZDA Auto Lamps in Russia



The Grand Duke's Locomobile

SEVERAL hundred Locomobile touring cars of standard design, and a number of special design, have been supplied to the Russian government for the use of army officers. All are fully equipped with Bryan-Marsh MAZDA auto lamps. The car shown here is one of the special cars used by Grand Duke Nikolai Nikolaivitch, uncle of the Czar and until recently commander-in-chief of all the Russian armies.

National Quality auto lamps relieve the officials who use these cars of all anxiety concerning lights.

New Auto Lamp Guide

The National Guide to Proper Lamps for 1913 to 1916 Model Gasoline Passenger Automobiles will be ready for distribution January 1st. This guide supersedes all previous issues.

The Auto Lamp Cabinet

EVERY National agent and customer for miniature lamps can make an easy, quick profit on the auto lamp display cabinet and selected stock of 100 MAZDA auto lamps from which it is possible to fill the lamp requirements for almost any electrically lighted car of standard manufacture.

The cabinet and stock of lamps may be sold to almost any garage man. The low price of $15.93 for the cabinet and lamps appeals to him and the fact that he can re-sell the lamps to auto owners at list price, making a profit of $8.57 on the deal, is a clincher.

If you are not pushing the auto lamp cabinet you are missing the best bet there is on miniature lamps.



Digitized by Google



MR. R. W. Mason, for several years a member of the Western Electric force at Hawthorne, Ill., is now a Sunbeam Booster, associated with Mr. T. J. Rider at Sunbeam headquarters in Chicago.

The National MAZDA Window Display Contest is exciting even more interest among distributors of National MAZDA lamps than was anticipated. This *Stimulator* reaches you too soon to announce the names of the prize winners and too late to give you any further suggestions which you might use in planning your displays. The next number will contain complete information regarding the winners, with views of some of the best windows, if it is possible for the judges to make the necessary decisions in time.

Mr. R. C. Daugherty, Sterling *Stimulator* Correspondent, reports the birth of a son and heir, Donald Martin, at Warren, Ohio, on December eighth. Congratulations, of course!

Miss R. B. Nelson, a MAZDA enthusiast in the Electrical Department of the Marshall-Wells Hardware Company, Bryan-Marsh agents, Duluth, Minn., submits a bit of New Year sentiment that we are glad to print:

"Teach me that any number of MAZDAS make one order, and that 100 orders make business interesting.

"Deafen me to calls for carbon lamps and any other lamps excepting those bearing the MAZDA mark.

"Blind me to the faults of my competitors but reveal to me mine own good qualities.

"Guide me so that each time I close my desk at night I have nothing to conceal.

"Keep me in good spirits so that I may laugh with my customers and secure their orders by good will.

"And when comes the end of the year, make the balance say, 'Here's our MAZDA Man.' Amen!"

The mercury wasn't where it is now when this photograph was taken at Camp Nela. Mr. Wm. Coale rivals Annette Kellerman in the water



but the other fellows didn't give him time to don his one-piece bathing suit before this performance.

Cupid has again been busy in National ranks. Announcement was recently received of the marriage of Miss Florence Mabel Campbell, of Baltimore, Md., to Mr. H. K. Annin, Mgr., New York Federal Miniature Division, on Tuesday, October 26th. Miss Florence Couch, of Cleveland, and Mr. A. H. Stricker, Mgr., Statistical Department, Nela Park, were married on Friday, November 12th, 1915. Miss Ruth Sherman of Cambridge Springs, Pa., and Mr. T. K. Quinn, of the Sales Department, Nela Park, were married at Cambridge Springs on Friday, October 22nd. The *Stimulator* joins the many friends of these newlyweds in wishing them happiness.

Digitized by Google

National MAZDAS in Big New Hotel

Many 100-Watt MAZDA C Lamps in Dayton's Finest Hostelry

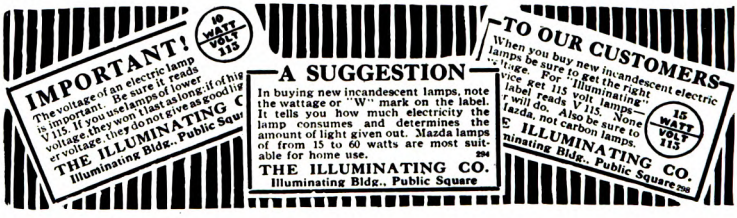


Million Dollar Miami Hotel, Dayton, O.

THE Miami, a million dollar hostelry, modern in every respect, equipped with 5200 National MAZDA lamps, 200 of which are of the 100-watt MAZDA C class, is the latest addition to the many notable institutions of Dayton, Ohio. The lamps were supplied through the M. D. Larkin Supply Company, so we are informed by C. W. Cowman, Buckeye representative in this territory. "Walt" says he never looks at a hotel now without thinking of the 100-watt MAZDA C possibilities there are in it.

Keeps Customers Informed About Voltage

THE Cleveland Electric Illuminating Co., which is one of the largest public service plants in the country, has indicated its co-operative policy toward the electrical dealers of Cleveland by keeping its customers informed regarding the correct voltage of lamps they purchase.



The Cleveland company does not handle lamps, yet it has taken steps to protect its customers and the dealers against unscrupulous shop keepers who have made a practice of buying odd lots of lamps, without regard to voltage, and retailing them at bargain prices. Stickers, such as are shown here, are used with the Company's advertising matter, and ads bearing similar messages are run in the daily papers.

Digitized by Google



A Novel Business-Getting Plan

WARREN, Ohio, recently had an interesting celebration. The event was fathered and promoted by Mr. W. J. Marshall, Manager of the New Business Department, Trumbull Public Service Co.

He proposed a "Merchants' Night" and secured the agreement of 68 of Warren's downtown merchants to screen their windows during the appointed day, while displays were being put in, and to remove the curtains at a given signal in the evening. The newspapers supported the plan generously.

The Trumbull Public Service Co. loaned Bryan-Marsh MAZDA C lamps of the 100, 200 and 300-watt sizes, and supplied current for them free for a week after the celebration, to those merchants whose windows were inadequately lighted.

At the sound of the fire signal on the appointed evening all curtains were removed, and the display circuits and street lights were turned on. All stores were opened and the people made a holiday of the affair.

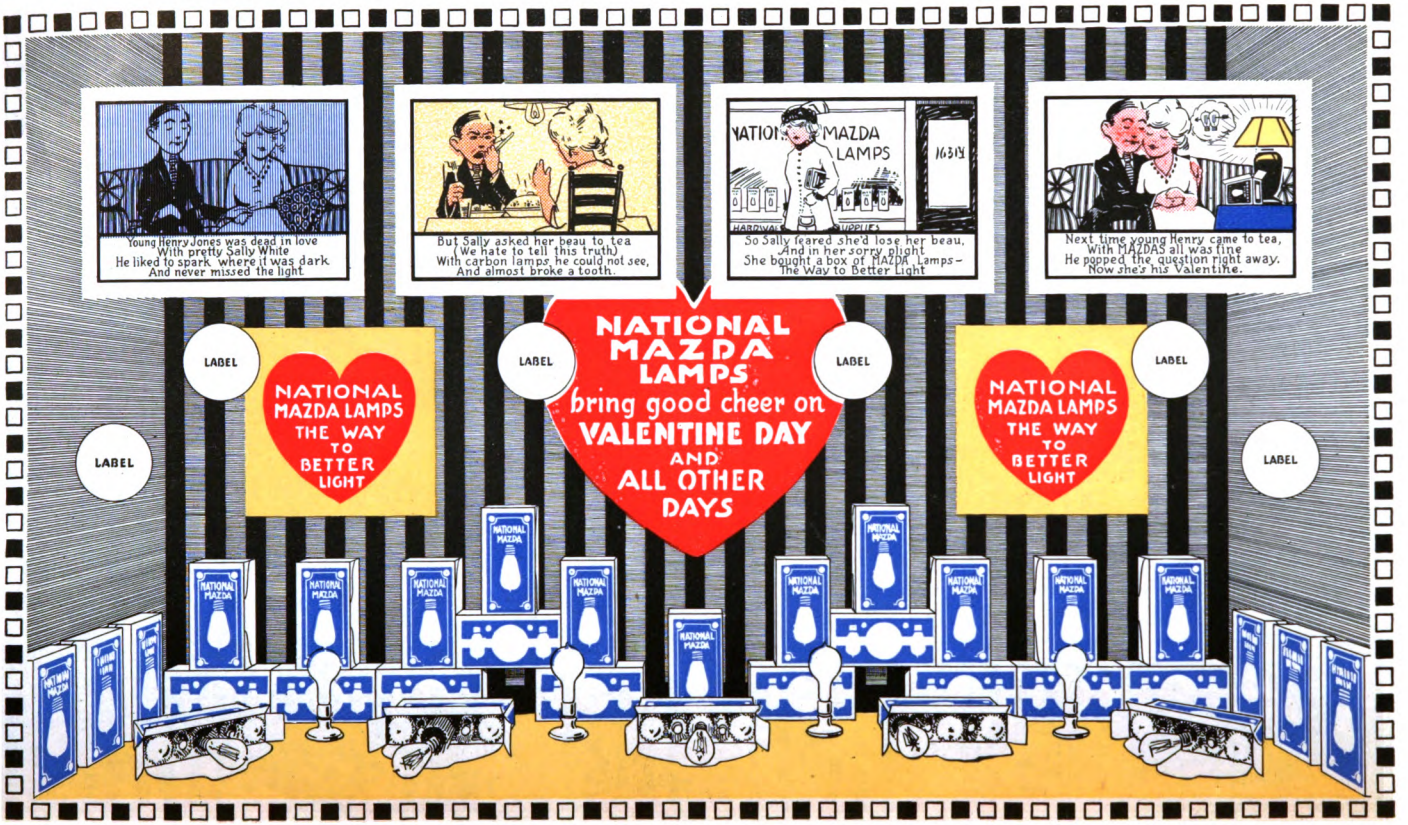
Now for the results. The merchants created good will by participating in this opening. The public learned more of their goods. *Fourteen per cent of the merchants who participated immediately purchased MAZDA C lamps of the Public Service Co. for their windows.* This was a majority of the merchants to whom lamps had been loaned. One merchant who had never used electric light ordered his store wired at once; many others requested estimates and plans for window and shop lighting.

Mayor Edward Parks said: "The promotion of this Grand Opening by the Trumbull Public Service Co. and the newspapers is a fine demonstration of public spirit and civic pride. Affairs of this kind should come every season. The city owes the Public Service Co. its thanks for making possible this success."

To quote Mr. Marshall: "The good will which this affair created for the Trumbull Public Service Co. cannot be estimated. The awakening to the possibilities in good display window lighting brought about by this demonstration is a long step toward better shops and better merchandising."

Really, a new idea pays. Wouldn't "Merchants' Night" help sell lamps in your town?

Digitized by Google



Digitized by Google

Everybody Knows About St. Valentine's Day

THE day dedicated to sentiment and practical humor is known to everyone. The old, young and middle-aged celebrate it in some manner as suits their whim.

But what has this to do with selling National MAZDA lamps? Just this: you can use the universal knowledge of St. Valentine's Day to attract attention to your lamp business. Here is a corker of a MAZDA Valentine window display to help you do it. Remember, your display window is your best sales builder. Use it to point out The National MAZDA Way to Better Light.

Valentine Day falls on Monday, February 14th. Put the display in on the previous Monday and leave it in until after the 14th.

The material necessary for this MAZDA Valentine window display will be sent to you — all but cartons which you should save whenever you can, and minor articles—if you send in the coupon on this page. Your chance for getting this display is best if you return the coupon early.

Be sure to send for a free newspaper cut and movie slide for tying up with your Valentine Window. Order today.

Yours truly,

—*ZIM*

National Mazda Stimulator
Nela Park, Cleveland

Please send me the material for building the MAZDA Valentine Lamp Window. I understand this material is being paid for by the Division whose lamps I handle.

(Important)
We handle
_____Brand
MAZDA Lamps.

Name_____

Company_____

Address_____



4-inch, 1-column Valentine Newspaper Cut No. 5001. It's Free; Order It and Use It

If you have not ordered "Ben Franklin" Display for Jan. 17th, offered in December *Stimulator*, send in order with this coupon

Digitized by Google

It Will Sell Lamps and More Signs



A Neat Portable Transparent Sign That Serves Two Purposes



Sample "De Luxe" Sign You Can Get at a Bargain Price

THE DE LUXE sign illustrated here is one of the latest novelties in electric indoor signs. A piece of heavy plate glass, measuring 9"x18", with any desired design etched on it, is mounted on edge in a cylindrical reflector, containing a 25-watt MAZDA show case lamp operated in a skedoodle socket. When the lamp is burning the deeply-etched lines of the design reflect the light with a pleasing brilliance.

This sign is suitable for day or night use and is finished so neatly that it can be used in stores of the highest class. It is an attractive sign for marking departments or aisles.

These signs are an excellent merchandising proposition for any dealer. To introduce them the manufacturer will supply one sample sign to any National agent, with a National MAZDA lamp ad, showing your lamp brand, at the special price of $7.25, without the lamp, f. o. b. Chicago.

Write to the Thos. Cusack Co., Chicago, for particulars.

'Phoning Your Way to Prosperity—*(Continued From Page 3)*

will make a note of his recommendations, and there you have a live prospect whom you ought to close within a week.

John A. Watt, a clerk with the Colonial agency of Albert D. Manning, Atlantic City, has the duty of distributing job-sheets to the firm's electricians for repair work. Mr. Watt makes a practice of calling up the party for whom the repairs are to be made, and asking: "Wouldn't you like us to send some MAZDA lamps along?" To use his own words, "I have found this a very good way to sell MAZDA lamps."

Why not try it? Others are using their telephones successfully in lamp selling. A large Sunbeam agent in Indiana writes us that he has had a special telephone put in to be used exclusively for the selling of MAZDA lamps.

Remember that in telephoning, even more than in face-to-face conversation, not to antagonize the prospect. The salesman must put his personality on the wire. It's "the voice with the smile" that wins.

Digitized by Google

Unconventional Portraits of Stimulator Correspondents

C. C. Skiles



C. C. Skiles,
Watch him when he smiles!
He's about to take a stroll
'Round the Nela "swimmin' hole."
Gosh, but he's a daring soul,
C. C. Skiles!

C. C. Skiles
Wasn't born in Niles.
No, he is a Shelbyite;
Likes to fish and spend the night
Yarning. How the fish can bite
For Cliff Skiles!

C. C. Skiles
Is full of quips and wiles.
Stimulator scout is he;
Writes us how each agency
Helps Van Horn sell MAZDA C.
He's a ball fan. So are we.
'Ray for Skiles!

Digitized by Google

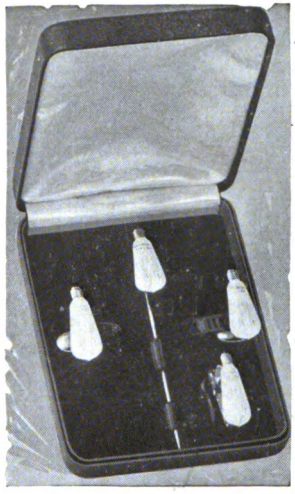
Bright Spots in January

Watch These and Use Your 'Phone Every Day to Make Your MAZDA Business Grow

1	New Year's Day. Resolve to sell More National MAZDA lamps during 1916.
3	Last day to send in request for Zim's Valentine Window.
8	Send in your monthly lamp report.
10	Put in Ben Franklin Window Display.
17	Ben Franklin's birthday. Big lamp sales today.
20	Look for new *Stimulator*.
31	Enclose MAZDA folders with your monthly statements.

You Know Something

About Selling National MAZDA Lamps



Your favorite plan—the scheme you used to boost your sales—may be just the idea someone far away is seeking to help him point out *The Way to Better Light.*

Put your idea on paper and mail it to us. When it appears in the *Stimulator* you will receive a set of National MAZDA Jewelry: stick-pin, tie-clasp and cuff-links. If you have already won a set we'll send you a dollar for each repeater. How many Dollar Ideas have you? *Address:*

NATIONAL MAZDA STIMULATOR

NELA PARK 871239 **CLEVELAND**

Published by National Lamp Works of General Electric Company
Member of Society for Electrical Development—"Do It Electrically"

Digitized by Google

Tech. 4

FEBRUARY THE 1916

NATIONAL MAZDA STIMULATOR

SERVICE NUMBER



Digitized by Google



SERVICE



SERVICE makes a purchase an investment; the lack of service makes it an expenditure. Applying this directly to the customer who buys MAZDA lamps for his factory, store or home, the transaction is most likely to be mutually satisfactory if you, selling the lamps, advise with him regarding the use for which the lamps are intended, the proper sizes to use, what the correct voltage is, and other details which enter into the selection and use of lamps. Well assorted stocks, knowledge of the relation between wattage and candle-power, knowledge of reflectors and their uses are a few of the things which may enter into a sale of lamps to the satisfaction of the customer and profit of the seller.

The ownership of an article never gives full satisfaction unless service is coupled with its purchase. Service in the sale of lamps does not involve a cross-examination of the buyer by the seller, nor any other arduous, objectionable detail. Service is natural, just as walking or talking, when its meaning is once realized and appreciated.

Giving service with sales is profitable, for pleased customers are valuable assets; the cost to you is only a live interest in your lamp business. Service is involved directly when you are actually making a sale. It is also a part of your indirect relations with customers and with those who supply your lamps, as you will see if you look on pages twelve and thirteen of this *Stimulator*.

Digitized by Google

National Mazda Stimulator

A Publication with a Purpose—To Promote Your Lighting Profits

Distributing Office: Nela Park, Cleveland. Other Offices: All National Quality Divisions. One Dollar per Year. Gratis to all Concerned in the Promotion of National Quality Products

VOLUME IV FEBRUARY, 1916 NUMBER 6

CO-OPERATION ·:· PROGRESS ·:· QUALITY



Blazing the Way to Better Light in 1916

"KEEPING everlastingly at it brings success." You have shown the truth of this adage by your advertising and selling efforts of the past year. By extending those efforts even more vigorously and continuously during 1916, we can make last year's bumper lamp sales record look like a back number. How shall we go about it?

The newspapers offer an undeveloped opportunity. Valuable as the National MAZDA campaign is in the popular magazines, it loses considerable of its effectiveness unless supported by the local tie-up of the retail distributor's newspaper advertising. Hence, while our big advertising in the national magazines continues without let-up, great stress will be laid on newspaper advertising helps for the trade. Our Ad Book No. 4, containing thirty-three brand-new lamp advertising suggestions, is in your hands, or, if it isn't, a post card request will bring it to you. Use this book; do not be content with a stereotyped, lifeless newspaper "card"; make it bring you real business.

Supplementing the newspapers, there are lantern slides, store cards, seasonable lithographs for your windows, and in fact everything the live National MAZDA distributor needs in order to proclaim his store as "The Way to Better Light."

The cumulative effect of fifty-two weeks of advertising in 1916 will burn into the public mind, as never before, the thought that "National MAZDA is the Way to Better Light."

Here is a tangible scheme from C. J. Eucher, Jr., a Shelby agent in Cleveland, suggestive of the many ways in which "The Way to Better Light" idea may be played up locally. Mr. Eucher took a piece of white cardboard and sketched on it a map showing his store and the streets in that vicinity, with arrows pointing to the store. The sketch was displayed in his window under the heading "Follow the Arrows to Better Light."

Advertise, Sell, Profit—that, in three words, is the recipe for lamp merchandising success this year.

Digitized by Google

A Seasonable MAZDA Window Display

Reproduction of Washington's Home Triples Agent's Sales



"TRIPLING our previous month's sales was the direct result of a MAZDA window display in which George Washington's Mount Vernon home and his famous cherry tree were featured," says Mr. H. H. Seitz, of the Reynolds Hardware Company, Dayton, Ohio, showing that the right kind of window displays pay big dividends.

The side of the window not shown in the illustration above contained a hacked cherry tree with a hatchet lying beside it; also a placard reading: "Reproduction of Washington's Home at Mount Vernon Lighted with Colonial MAZDA Lamps." The house was made of a lamp case painted white, green and red.

A Puzzling Balloon Window

THE hand is quicker than the eye—so are balloons.

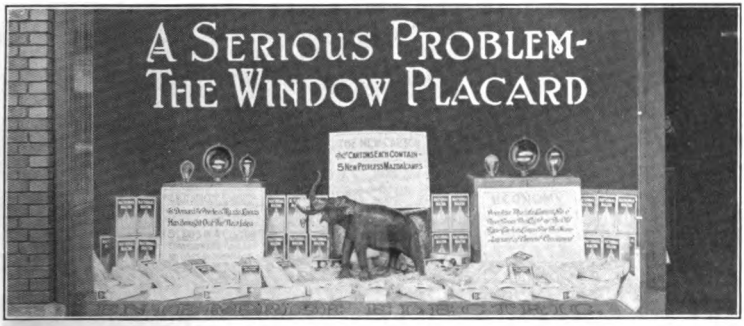
The Public Service Company of Western Kentucky, Fulton, Kentucky, built a Bryan-Marsh window display and attracted attention to it with red, green aud blue circus balloons. Thirty-eight balloons were inflated and placed in a cage of strings attached to the guard of a 16-inch electric fan, placed so that it would blow them upward.

Placards announced that each person would be allowed one free guess on the number of balloons of each color in the window, and those guessing the correct number would receive three dollars' worth of merchandise free. Extra guesses were given to purchasers of merchandise with each dollar's worth of goods bought, with the understanding that if any guesses were correct the purchase price of the goods would be refunded.

Business was stimulated surprisingly and although hundreds of guesses were made, none was correct. As evidence of their good faith the Public Service Company gave prizes to those making the most accurate guesses.

Balloons are inexpensive and attract attention. Try them.

Digitized by Google



THERE is a well-grounded feeling among thoughtful electrical merchants that the lettering of "home-made" placards is a problem. The wording of counter cards and window cards causes little trouble, for good, punchy sentences can always be worked out by a proper expenditure of "gray matter"; the rub comes in the *mechanical execution* of the cards. Comparatively few lamp merchants or their employees make any pretense at lettering. If there is in your vicinity a sign-painter and card-writer whose charges are reasonable, you are well fixed for the present; but card-writers' rates are not always low, and there is the ever-present chance that something may happen to deprive you of the professional letterer's services.

Every up-to-date retailer ought to have one or more employees who can do a presentable job of card-lettering. As already intimated, this is desirable even when you have a working arrangement with some outside concern that does card-writing.

All flourishing shoe stores, clothing stores, drug stores, department stores, use live, newsy placards liberally in their windows. The lamp merchant will find them equally profitable.

Printed or lithographed placards, furnished by the electrical manufacturers, are excellent as far as they go—but they must be supplemented from time to time by "home-made" placards if your store is to have the touch of individuality and enterprise that wins.

John Richards and his brother George were walking down the street together when they paused in front of an electrical store. There was a lamp trim in the window—a display of cartons and lamps attractively laid out, but with practically no placards. Said John, "Hmm, National MAZDA lamps—I must take a few of those home and try them." "Don't do it," said George, "cousin Julia bought some two years ago and I tell you they're expensive. I believe she paid 35 cents apiece." "Is that so? What I should like to know is, whether they would really give much more light than my old lamps, after all." The brothers passed on.

Don't you see how a few selling placards, such as "Prices Reduced," "Triple the Light of Old-Style Lamps," etc., would have counteracted George's misinformation and converted John's attention and interest into a sale? How many sales have you lost in a similar way?

Complete outfits for card-lettering may be obtained from practically any stationer or dealer in draughtsmen's supplies. Practical instructions in the use of such outfits are contained in a card-writing course issued by the Society for Electrical Development, New York City.

Don't let your window be a dumb salesman—*put words in its mouth.*

Digitized by Google

All Win Through This Demonstration

Joplin Merchants and Newspapers Show the Way to Greater Sales

HERE is a demonstration in which all the participants win; the lamp distributor wins greater lamp sales, so you are interested. This is how it was done in Joplin, Mo. Learn the rules and start it in your city.

A newspaper printed a full-page display showing night views of twenty-one well-trimmed and well-lighted windows. All signs and marks of identification were eliminated from these photographs. A series of prizes was offered to readers of the paper for the most accurate lists of merchants represented.



Contest Announcement

The following week the same window views were printed with the identifying signs and the merchants' ads. The names of prize winners were also announced.

This Window Shopping Contest, as it was called, proved a fine business getter for the newspaper which originated the plan, according to *Electrical Merchandise*, which tells the story.

Now how can you use this plan to boost your lamp sales and teach the merchants of your city the value of good window lighting? This way: secure the co-operation of a leading newspaper, explaining the opportunity for additional advertising and goodwill that can be secured through it. If necessary, you can afford to supply electrical prizes for those guessers who are most successful in identifying the photographs. Additional interest can be aroused by including a voting contest so that each person who guesses the identity of the windows also designates which is the best window.


"That's Smith's"

Then start a window lighting campaign, demonstrating to the merchants the excellent results obtained with National MAZDA C lamps in display windows. Use the approaching Window Shopping Contest and Voting Contest as additional argument to touch the merchants' pride. Announce the Contest in your window and in your MAZDA advertising. The larger the number of windows included, the greater the success of the Contest. Everybody wins; the sale of lamps and lighting equipment is boosted and the standard of window lighting raised, the merchants secure valuable publicity through their windows and the newspaper profits from the advertising. The central station sells more current and the public has the benefit of better knowledge of the merchants' goods. Don't you like a game like this?



Digitized by Google

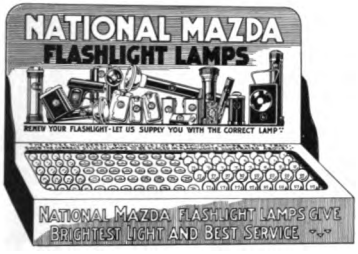
WHAT'S NEW in NATIONAL QUALITY



Flood Lighting Progresses Rapidly

OUR distributors are responding more and more to the many opportunities for MAZDA C flood lighting business offered by public buildings and other architecturally noteworthy structures. Several recent examples of flood lighting are noted in the article on Page 15. Several makes of flood lighting projectors, some of which are now employed in noteworthy flood lighting installations, are available for use with 250 and 500-watt MAZDA C lamps.

A Cabinet for Flashlight Lamps



New National MAZDA Flashlamp Cabinet

THOSE who have learned by experience what a great aid the 100 auto lamp display cabinet is in merchandising auto lamps, will be pleased to learn that National MAZDA flashlight lamps can now be obtained in a selected assortment of one hundred, packed in an attractive counter display cabinet. The complete flashlamp outfit is yours for $8.58.

Bulletin: "The MAZDA Lamp in Photography"

THE Engineering Department has just published Bulletin No. 26, "The MAZDA Lamp in Photography." The Bulletin contains 28 pages and presents a discussion of the various factors entering into photography, with much valuable information and many suggestions relative to the use of MAZDA C lamps in photographic studios, indicating an exhaustive study of the subject.

The Bulletin is well written and well illustrated, showing graphically the main points developed, also illustrations of various units and their application. This is a bulletin every photographer should have and can be made a valuable sales help by distributors of National MAZDA lamps in soliciting this class of business. Write to the Division whose lamps you handle or directly to the Engineering Department, National Lamp Works, Nela Park, Cleveland, Ohio, for Bulletin No. 26, "The MAZDA Lamp in Photography."

Announcement

ON January 1st, 1916, the title, Holophane Works of General Electric Company, was replaced by that of Ivanhoe-Regent Works of General Electric Company.

All orders for Regent glass and Ivanhoe metal reflectors will be handled at Cleveland, Ohio, by the same organization as before; this organization also offers for sale the Holophane prismatic line of glassware.

Digitized by Google

Prize Winners in the



National MAZDA Window Display by the Lehigh Valley Light and Power Company, Allentown, Pa., Which Won First Prize in the National MAZDA Window Display Contest

A REAL, personal National MAZDA demonstration in a home setting in the window of The Lehigh Valley Light and Power Company, distributors of Buckeye MAZDA lamps, Allentown, Pa., won the Grand Prize in the big National MAZDA Window Display Contest which closed December 13, 1915.

Many excellent displays competed for the sixty prizes offered and rivalry was keen for first honors. A careful examination of all entries resulted in the decisions indicated by the list of winners which follows. A feature of the Contest which impressed the Board of Judges was the general excellence of all displays entered. This would indicate that each contestant gained greater MAZDA sales as the result of his efforts, whether or not he won a prize.

The display which carried off first honors was an unusually well-executed idea, as it had to be to win over so many excellent competitors. Attention value, selling value, unusual ideas and harmony were cleverly combined for the best effect. The placard shown in the photograph is one of seventeen which indentified MAZDA and carbon lamps and set forth the superiority of MAZDA lamps over all others. The little Miss who operated the placards held MAZDA and carbon lamps to the view of the spectators when the advantages of MAZDA lamps and the difference in construction between MAZDA and carbon were mentioned on the placards.

During the two days through which this demonstration continued, over seventeen hundred MAZDA lamps were sold, which indicates the effectiveness of the display.

The *Stimulator* extends congratulations to the winners and to all other participants for their excellent interest in the Contest.

Digitized by Google

Big Display Contest

The Winners and Their Prizes

Ford Roadster

1 J. B. Sewell, Lehigh Valley Light & Power Co.----------Allentown, Pa.

Motor Wheel For Bicycle Attachment

2 E. R. Davenport, Narragansett Electric Lighting Co.--Providence, R. I.

Victrola

3 P. A. Kohl, Enterprise Electric Construction Co.-------Cleveland, Ohio

Thin Model Gruen Watch

4 L. H. Jefferies, Northern Photo Supply Co.----------Minneapolis, Minn.

Humidor for Cigars

5 E. I. Rosenfeld & Co., 8 and 10 South Howard St.------Baltimore, Md.

Autographic Folding Kodak

6 Frank J. Lesher, Huntley Bros. Co.----------Oregon City, Ore.

Seal Grain Leather Traveling Bag

7 C. N. Hookey, 56-62 Vine St.----------Natrona, Pa.

Solid Gold Diamond Cuff Links

8 A. L. Adams, Ft. Dodge Gas & Electric Co.----------Ft. Dodge, Ia.

Pigskin Traveling Set

9 F. G. Klein, Northwestern Electric Equipment Co.------St. Paul, Minn.

Gillette Gold Plated Shaving Set

10 W. E. Quillin, Alliance Gas & Power Co.----------Alliance, O.

Solid Silver Monogram Buckle and Belt

11 Delta Hardware Co.----------Escanaba, Mich.

Prizes 12 to 50, Five Dollars in Gold

12 George Streich----------1851 East 55th St., Cleveland, Ohio
13 W. C. McCarten, McCarten Plumbing Co.----------Marshalltown, Ia.
14 A. W. Claffey, The Sanborn Electric Co.----------Indianapolis, Ind.
15 E. B. Smith, B. A. Rogers & Bros.----------Florence, Ala.
16 E. O. Sweeten, Union Electric Co.----------Pittsburgh, Pa.
17 S. W. Rolph----------207 West Holly St., Bellingham, Wash.
18 C. F. Krom ----------St. Petersburg, Fla.
19 Pacific Lamp & Supply Co.----------Seattle, Wash.
20 E. P. Violette, Southwestern Electric Co.----------Wichita, Kans.
21 Valparaiso Lighting Co.----------Valparaiso, Ind.
22 J. M. W. Yost, Penn-Traffic Co.----------Johnstown, Pa.
23 Electric Service Co.----------Orrville, Ohio
24 La Porte Gas & Electric Co.----------La Porte, Ind.
25 J. T. Butts, Pacific Net & Twine Co.----------Seattle, Wash.
26 Topeka Electric Co.----------816 Kansas Ave., Topeka, Kans.
27 The Jones Hardware Co.----------Lima, Ohio
28 Electric Engineering Co.----------Sioux City, Iowa
29 John I. Bronson Co.----------Jacksonville, Fla.
30 J. E. Bryan, The Electric Shop--------108 East 4th St., St. Paul, Minn.
31 Howard M. Estes, Mitchell-Olds Hardware Co., Inc.----Porterville, Cal.
32 C. N. Carpenter, Park Electric Co.----------Albany, N. Y.
33 Harry Newman, Ft. Scott Gas & Electric Co.---------- Ft. Scott, Kans.
34 Mr. John C. Neipp, Kelley Hardware Co.----------Duluth, Minn.
35 Tyrone Electric Co.----------Christopher, Ill.
36 Stubbs Electric Co.----------Portland, Ore.
37 Ben. F. Carlstedt, Tri City Railway & Light Cos.----------Moline, Ill.
38 Harry I. Wood Co.----------Louisville, Ky.

(Continued on Page 18)

Digitized by Google

Devour 100-Watt MAZDA C Lamps

Up-to-date Schools and Stores Yield Big Business. Plenty More to be Obtained

OF the many notable 100-watt MAZDA C interior installations noted during the past few months, schools and department stores have constituted a large percentage. This would indicate that educational institutions and large stores are among the best prospects for MAZDA C lamps, so that if you have not thoroughly canvassed those in your vicinity, there are profits waiting for you just around the corner.



What the George F. Breig Co. did, as told on page 14, suggests one way of going after the public schools, academies, colleges, etc. Since school boards have placed single orders for as many as 240 100-watt lamps (as in the case of School District No. 10, Tacoma, Washington, with W. H. Wahl of Portland) or 124 100-watt lamps (as did the Hamilton School Board, Cincinnati, with salesman H. E. Herrman) it looks as though they are thoroughly amenable to the arguments for MAZDA C illumination. Another good 100-watt sale to schools was made by N. H. Shaaf, of Conneaut, Ohio (reported by V. M. Yates).

The department stores are not a bit behind the schools in placing large orders for National MAZDA C lamps. One order for 240 100-watt lamps was obtained by salesman K. G. Rennie from the Emery-Bird-Thayer Company, Kansas City's big store. S. L. Smith, of the H. I. Sackett Electric Company, pulled a nice one from the Duffy-Powers Department Store, Rochester, N. Y. And there are many others —in the pack as well as on the table.



C. A. Bass, who sold 641 100-watt Banner MAZDA C lamps as an initial order to the Trorlicht-Duncker Carpet Company, St. Louis, deserves special credit for devising a new application of these lamps, namely, in the lighting of rugs and carpets on display. The Company just mentioned has thousands of rugs suspended from racks in show-rooms running the entire length of its immense new building. In each alley-way between the rug racks, spaced fairly close together, are 100-watt units, each equipped with a Holophane "983" reflector that concentrates a strong light on the fabrics.



Schools, stores, factories—let none of them escape.

Digitized by Google

"Turnover" Explained Graphically

Overstocking Unnecessary; Is Sure Sign of Business Deficiency

THERE need be nothing mysterious about the expression "Turnover", even to those who have not had long experience as lamp agents.

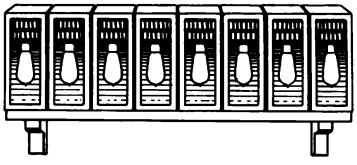
Turnover is the *ratio of your sales for a given period* (generally figured as one year) *to your average stock during that period.* To illustrate: The Smith Electric Company sold $420, list value, of MAZDA lamps during the past twelve months. Smith's monthly inventories show that he carried, on the average, $70 worth of lamps in stock. Smith's Turnover, then, for the year was $420÷$70, which is 6.



This Agent's Shelves are Clogged up With a 4-Months' Stock of Lamps. Turnover Ratio = 3. Poor

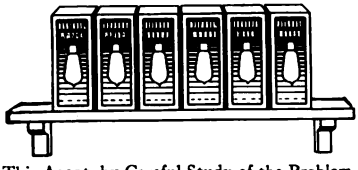
The diagrams show the meaning of Turnover from the point of view of the agent's stock room. Three cases are illustrated: one, an inflated, oversized, sloppy stock that turns but three times a year; second, a better selected stock, giving the very fair Turnover Ratio of 5; third, the case of a first-class aggressive merchant, who orders in well-chosen quantities at frequent intervals, thereby boosting his Turnover Ratio to the very good figure of 6½. (some merchants do even better).

Shelf room, inventory taking and bookkeeping cost money; it costs money to keep lamp cartons clean and conveniently arranged; all these expenses are inevitable and therefore expected, but they can all be reduced to a minimum if you do not overstock.



This Agent Orders in Smaller Quantities, But More Intelligently and More Frequently. Turnover Ratio = 5. Fair

There is another reason, however, for paying particular attention to this phase of storekeeping. Lax habits in letting one's Lamp Turnover Ratio become low lead to lax methods in ordering all other kinds of merchandise that you handle. Remember that every piece of stock on your shelves represents a certain investment, and is costing the party who carries that investment the interest on good U. S. dollars. Some of that expense you are carrying yourself. The lamp manufacturer naturally expects you, as a good agent and in return for the privilege of carrying his stocks on consignment, to see that you do not make his investment excessive.



This Agent, by Careful Study of the Problem, is Able to Do an Aggressive Business on an 8-Week's Average Stock of Lamps. Turnover Ratio=6½. Very Good

The secret of good Turnover is in not ordering any lamps that you cannot reasonably expect to sell within a few weeks. A special check should be kept on all slow-moving types.

Digitized by Google

PRAC
MAZDA LA



WHAT is the foundation of our lamp business? This is a serious but fair question for you and those who supply you with lamps.

You, as the distributor, have a great influence on the growth or decline in the sale of National MAZDA lamps and the attendant increase or decrease in profit for all concerned. Your relationship with those who supply you with lamps and those to whom you sell them is most important.

When you receive lamps for sale, you receive more than simply glass bulbs fitted for giving light. There are at your disposal, and for your assistance, the items graphically described on page 12. These elements in lamp selling are provided by the manufacturer for your benefit. Some of them, as lamp quality and magazine advertising, you receive automatically; others, as displays, literature and lantern slides, require an effort on your part. On page 13 are pictured some of the factors, for which you are responsible, that aid in serving lamp buyers well.

You can play either an active or a passive part in the development of lamp sales and your profit will be governed accordingly. You can silently hand your customer a lamp and accept his money for it if he comes into your store and

Digitized by Google

ICAL
P SERVICE

inquires whether you have lamps for sale. You can make a few sales perhaps, without any effort other than making the change and handing the goods across the counter.

You can play an *active* part and make more sales and greater profit by letting your prospective customers know that you sell lamps and inducing them to buy them at your store. This means advertising and taking advantage of the advertising done by the lamp manufacturer. It means the use of window displays; it means all of the things suggested on this page.

You can get customers into your store once. They will come back only if the treatment they received the first time was such as to give a favorable impression. Courtesy, knowledge of stocks, arguments setting forth the superiority of National MAZDA lamps, prompt deliveries, suggestions about sizes of lamps for various uses and knowledge of correct voltages are some of the things that help make permanent customers.

Think it over. You will agree that service to you and service *by you* to the customer are the foundation stones of our lamp business; then practice your part and take advantage of the part that is practiced *for you*.

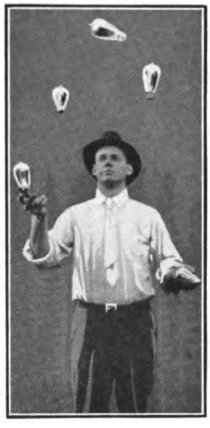


Digitized by Google

ECHOES from the FIRING LINE

MR. E. W. Bond, the popular blond promoter of Bryan-Marsh sales in Oklahoma and Kansas City, was married on November 24th to Miss Eunice Dimelow, of York, Pa., Mr. Bond's former home. Mr. and Mrs. Bond will make their home in Hutchinson, Kansas.

It's easy enough to handle a carton of five lamps when they're all in the box, but when you try it in this way it's a little more difficult. This expert juggler is H. C. Scurlock, a central station manager for the Central Illinois Public Service Company.



He kept a carton of MAZDA lamps going in this manner while Mr. J. B. Crawford, Division Superintendent, pressed the button, reports R. S. Clark, of the G. I.Lamp Division.

Mr. A. J. Goedjen, Electrical Engineer, Merchants Heat & Light Company, Indianapolis, reports that a National Quality MAZDA lamp was so severely jolted that its base was torn loose when the automobile of the Police Chief smashed the lighting standard in which the lamp was burning, yet it escaped with its filament intact.

The George F. Breig Company, Brilliant agents, Vandergrift, Pa., reports that schools, colleges and academies offer a very good field for MAZDA lamp sales. An order for lamps from a nearby college prompted this company to start a mail campaign among all the schools and colleges in the vicinity, which resulted in greatly increased sales. Try this on schools in your vicinity.



Born, December 3, 1915, a son, to Mr. and Mrs. Harry Huff. Harry is Manager of the Buckeye office at Cleveland.

Born to *Stimulator* editor and Mrs. R. E. Scott, a daughter, on January 13, 1916.

The Metropolitan Electric Company, of Reading, Pa., displayed a house without a chimney in a recent house wiring campaign. A bungalow was mounted on a truck and was completely fitted with MAZDA lamps and electric household appliances, even to electric heating. The house was duly advertised as "The House Without a Chimney" as it was carried through the residential portions of the city. The *Electrical World* for October 30th describes chimneyless cottages built in the suburb of Dumbreck, near Glasgow, Scotland. These houses have electric fireplaces and are completely equipped for the domestic use of electricity. A great part of the cost of additional wiring and equipment for a chimneyless house can be paid by the saving in omitting the chimney.

Mr. C. A. Yarrington, General Manager, South Boston, Virginia, Electric Light and Power Company, reports an average yearly consumption of one Fostoria MAZDA lamp per person in his city, which has a population of 3800; 2000 white and 1800 colored. He states that the people are so thoroughly converted to the use of MAZDA lamps that they never ask for any others.

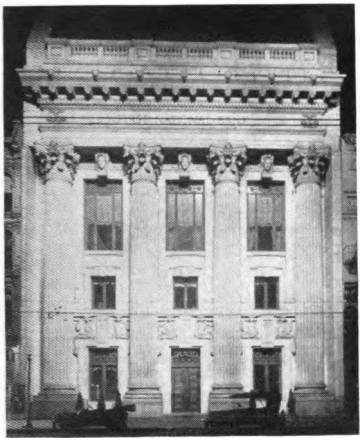
Digitized by Google

FLOOD LIGHTING OFFERS NEW BUSINESS OPPORTUNITIES

A BROAD and undeveloped opportunity for increasing lamp sales is offered by the newly developed art of flood lighting. Every good-looking store, factory, monument and public building; every billboard or other large outdoor sign is a flood lighting prospect, and each, depending upon its size and location, presents an outlet for the sale of from one to hundreds of flood lighting units.

Flood lighting is practically a new development but there are National MAZDA C lamps in 250 and 500-watt sizes and many reflectors specially designed for this class of lighting.

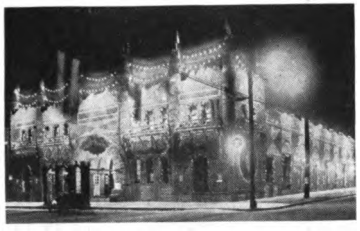
There have been many notable flood lighting installations of both permanent and temporary character and in every instance they have proved efficient, popular and satisfactory. Flood lighting was employed exclusively in the illumination of the San Francisco Exposition. The lighting of the Woolworth tower, New York is another installation of note.



First National Bank, Cleveland, Ohio

The illustrations on this page indicate the possibilities in flood lighting. The Corn Palace is lighted with MAZDA C lamps in reflectors mounted at the top of the building. The installation was made by Mr. Guy Carlton, Peerless agent at Bloomington.

The First National Bank, Cleveland, is lighted with Peerless MAZDA C flood lighting lamps mounted on the roof of the building directly across the street. The lamps were supplied by the Enterprise Electric Co., Cleveland.

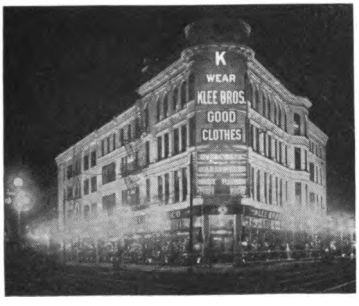


Corn Palace, Bloomington, Ill.

Klee Bros., Clothing Store, Chicago, presents another adaptation of flood lighting. In this instance MAZDA C lamps, mounted on lighting standards at the curb, illuminate the building. Mr. D. H. Wyre, Manager of the Buckeye Chicago office, is responsible for this installation.

Other prominent installations are the lighting of the Fletcher Trust and Savings Building, Indianapolis, Rhodes Casino, Providence, R. I., Lindner Department Store, Cleveland, and the the Virginia State Capitol, Richmond.

National MAZDA C lamps of true National Quality are available, engineering service is at your command, the field is large and open—are you going to take advantage of it?

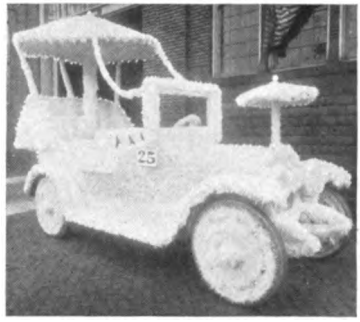


Klee Bros. Clothing Store, Chicago

Digitized by Google



Brightly-Lighted Auto Wins Prize in Parade



THE auto shown here, decorated with 780 lighted, 6-volt auto lamps, won first prize at the Fall Festival parade at Columbus, Ohio. Over a thousand pounds of additional storage batteries were put in the car to furnish current for the large number of lamps placed all over the car, even on the wheels. The wiring permitted the lamps on the wheels to burn while the car was running. The installation was made by R. M. White, agent for Buckeye MAZDAS, and reported by F. C. Foster, of Pittsburgh.

Auto Lamp Cabinet Proves Popular

THE display cabinet with selected stock of 100 MAZDA auto lamps is finding a wide demand among garages, electrical shops and hardware stores. This compact stock supplies practically every auto lighting demand and permits any dealer to make a good profit on each lamp sold. The handsome cabinet containing selected lamps to the list value of $24.50 will be sent, freight allowed, anywhere in the U. S. for $15.93. It's a good bargain.

New National Guide to Proper Lamps for Automobiles

A NEW booklet listing the correct lamps for all well known American-made gasoline passenger automobiles is now on the press. This booklet shows the proper lamps for 1913, '14, '15 and '16 models. The data were obtained direct from the manufacturers of the automobiles listed in the booklet, so that the greatest reliance may be placed on the information given.

Copies may be obtained by distributors or purchasers of National MAZDA lamps by applying to the lamp people who serve them.

Remarkable Increase in Miniature Lamp Demand

THE increased sale of miniature lamps this year over last year is hardly less than astounding. It is estimated that shipments of National MAZDA miniature lamps for 1915 are practically three times the similar shipments during 1914.

These large sales are due chiefly to greatly increased demand for auto and flashlight lamps.

Steadily increased production of electrically-lighted automobiles calls for more auto lamps, and the growing use of flashlights and battery hand lanterns has greatly stimulated the demand for National MAZDA flashlight lamps.

Credit is due also to the greater sales activity of all National agents and customers for the increased sales, as the rise in sales is considerably greater than the expansion of demand.

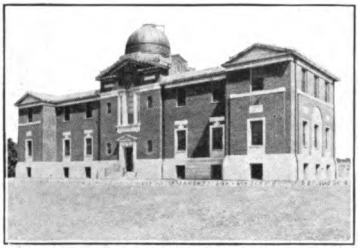
Very little advance in sales of candelabra and decorative lamps occured for the year and special sales effort should be made on this line of lamps—the profit is good and sales can be augmented. In laying out the wiring plans for new houses or in the wiring of old houses don't overlook candelabra lamps. Their artistic effect will be appreciated by your customers and it means more money for you.

The prospect for sales of National MAZDA miniature lamps during 1916 is excellent. There is no slowing up of demand and sales should continue to climb.

Digitized by Google

Work of Nela Research Laboratory

Ranks as Leader in the Scientific World for Its Investigations in Light



Nela Research Laboratory, Nela Park

BEHIND every great industry such as the production of commodities in universal use, lies the work of men whose chief interest is the study and investigation of the scientific facts upon which, in the final analysis, the industry is based. The electric motor, all the numerous devices which rely upon it for their practical value, the steam engine, the telephone, electric light and the automobile all owe their existence to the interest of such men as Maxwell, Faraday, Henry and Watt and many modern scientists, in the fundamental scientific principles upon which the operation of these modern necessities depend.

The public does not, as a general rule, look beyond the obvious principles upon which a modern invention operates. Little does it understand the labor and study necessary for its development.

There is at Nela Park a laboratory, famed in scientific circles for its work in the study of the origin and action of light from a purely scientific standpoint. The Nela Research Laboratory, of which Dr. Edward P. Hyde is Director, has received the tribute of the most prominent men and institutions of the world for the work it is carrying on.

This laboratory is not bound in its activities by restrictions based on commercial expediency. Developments of immediate commercial value are purely incidental, yet they have been of notable importance to the lamp industry.

A Reel of Real Movie Advertising

IF you have any doubt about the value of MAZDA advertising in moving picture theaters just read this letter written by Mr. Chas. S. Hall, of the Wm. Hall Electric Company, Dayton, Ohio.

"We have an advertisement which will run for a month in twenty moving picture shows in Dayton. It consists of several hundred feet of hand-drawn film; that is, the artist's pencil is shown drawing the pictures.

"First a city appears; then a big MAZDA lamp is shown in a socket. A human hand takes hold of the socket key, turns on the current and illuminates the city. Then these sentences appear, one letter at a time:

'Bryan-Marsh MAZDA Lamps Light the World'.

'Sold in Blue Cartons.'

'Get the Best; Genuine Bryan-Marsh MAZDA Lamps'.

"Then our name appears. This is most effective advertising as it is very interesting and draws as much attention as the regular pictures."

Films of this nature are made to order by film manufacturers who specialize in moving picture advertising. They have sales-building value and can be purchased reasonably. If you are interested write for further particulars.

Digitized by Google

Here's Big Business Opportunity

A Standard Sign That Suits All Locations and Sells Lamps

SIGN manufacturers are offering a new, business-boosting sign that will appeal to every live distributor of National MAZDA lamps in the country. The sign is an excellent representation of Old Glory, and is suitable for innumerable locations. It can be used inside or outside of schools, stores, billiard parlors, bowling alleys, factories, halls, theaters, churches and cafes; mounted on a flag pole or on the front of a residence.

In no manner can the spirit of patriotism be better expressed than by the display of our national emblem. The use of an electric U. S. flag sign has the endorsement of the Society for Electrical Development and will undoubtedly be heartily encouraged by all the high officials of our national government. Get the endorsement of your local officials and start your campaign for the display of electric flag signs immediately.

Manufacturers of high-class signs are offering single-face or double-face flag signs at attractive prices, for either indoor or outdoor use, in four sizes: four, six, eight and ten feet in length. The sale of the smallest single-face sign means the sale of ninety-four 7.5 or 10-watt MAZDA lamps. You can realize a good profit on the signs in addition to the return on the lamps.

During a recent campaign in Toledo, Ohio, by the Toledo Railways & Light Company, seventy-five signs of the four foot size were sold outright and orders taken for many more. We can supply you with specifications for flag signs, and send you advertising matter with imprint space, for use in an active campaign on this big business builder, at your request. Up with the electric flags! You will find them to be real money makers.

Prize Winners in the Big Display Contest—(*Continued From Page 9*)

Prize	Name and Address	
39	The Caldwell Co.	Champaign, Ill.
40	Fred W. Lampe, Post-Glover Electric Co.	Cincinnati, O.
41	W. E. Brown, Public Service Co. of N. Ill.	Waukegan, Ill.
42	Albert W. Krupp	Toledo, Ohio
43	George Worthington Hardware Co.	Cleveland, Ohio
44	John I. Bronson Co.	Jacksonville, Fla.
45	Public Service Co.	Fulton, Ky.
46	R. R. Kennedy, Illinois Electric Co.	Chicago, Ill.
47	Gem City Electric Co.	Quincy, Ill.
48	Gregory M. Bell, W. E. Snelling's Pharmacies	Norfolk, Va.
49	Piedmont Electric Co.	Asheville, N. C.
50	Herman B. Cohen, The Electric Service Co.	Orrville, Ohio

Winners of Territorial Prizes

Autographic Folding Kodaks

Territory	Name and Address	
1	Tremaine Electric Co.	Brockton, Mass.
2	Isidore Goldenberg, Lowe Motor Supplies Co.	New York City
3	Van Antwerp's Drug Corporation	Mobile, Ala.
4	J. D. Gregg, B-R Electric Telephone Mfg. Co.	Kansas City, Mo.
5	F. A. Harms,	2125 Fort Street, West, Detroit, Mich.
6	D. E. Jenkins, St. Paul Electric Co.	St Paul, Minn.
7	F. J. Miller, Miller's	Lompoc, Cal.

Winners of Class of Contract Prizes

Gruen Gold Watches

Class	Name and Address	
1.a	Chas. E. Cooper, Potter Davis Co.	Cambridge, O.
2.b	H. P. Kerr, Wolfe Electric Co.	Omaha, Nebr.
3.c	Roanoke Railway & Electric Co.	Roanoke, Va.

Digitized by Google

Making Good Use of a Sales Help

A Movie Story With a Good Sales Boosting Suggestion

"WE bought a Changeable Flashing Sign, one of the National MAZDA Sales Helps, and gave it to the leading moving picture theatre in town," says Mr. Frank Schedler, proprietor of The Economy Electric Supply Company, Stillwater, Oklahoma. An argeement with the theatre provides that the sign be used with the MAZDA ad in the transparency, and that once during each performance a slide be thrown on the screen saying: "The Sign in Our Box Office Was Furnished by The Economy Electric Supply Company, Agents for Bryan-Marsh MAZDA Lamps."



Changeable MAZDA Sign at Movie Box Office

One hundred dollars' worth of MAZDA advertising for $3.50 the price of the sign, is our verdict on this stunt. Have you a Changeable Flashing Sign?

A Voltage Suggestion for Central Stations

CHARLES E. WARSAW, manager of the lighting plant in Ames, Iowa, increased the goodwill of his customers, and incidentally boosted his Columbia MAZDA sales, by a plan which he describes thus:

"I have found that by taking voltage readings on consumers' circuits in the evening, when the load is heaviest, MAZDA lamp sales can be increased.

"If the voltage is not correct for the lamps the fact is revealed at once, and lamps can be purchased for the correct voltage, or changes made in the voltage of that district. The consumer sees at once that his interests are being looked after, and his confidence is easily gained. If the consumer has a lamp that is not giving the light he expects, he will mention it at such a time, with the result that any suggestion tending to improve his illumination is impressed upon him, and he will buy the lamps recommended."

Supply lamps of a voltage rating suitable for the voltage at the sockets and you will have satisfied customers.

Digitized by Google



Digitized by Google

Here is Your St. Patrick MAZDA Display



4-inch, 1-column Shamrock Newspaper Cut
No. 6001. Order Today; It's Free

HERE'S a seasonable National MAZDA window display that ties up with St. Patrick's Day, recognized by everybody as a popular semi-holiday. There is just enough suggestion of St. Patrick's anniversary in it to attract the attention of the people passing your window and help you deliver your MAZDA message.

Be sure to reserve the week before March 17th for this MAZDA window. St. Patrick's Day falls on Friday. A good plan is to install this display on the previous Friday, March 10th, and leave it in during the following week.

If you will return the coupon below I will send you the necessary material to build this St. Patrick MAZDA display, four-color posters, shamrocks, etc., all excepting minor articles and the blue National MAZDA cartons, which you should save for just this purpose. To be certain to get one, order your display early as my supply is limited.

I have a four-inch, single column, newspaper ad plate (No. 6001) for connecting your newspaper ad with your MAZDA window, and a lantern slide (No. Z5) for advertising in the movies, which you may have for the asking. Order early.

Yours truly,

— ZIM

National Mazda Stimulator,
Nela Park, Cleveland.

Please send me the material for building the St. Patrick MAZDA Lamp Window. I understand this material is being paid for by the Division whose lamps I handle.

Put a cross in the square if you can use a newspaper ad plate or a lantern slide.

☐ I will use Newspaper Ad Plate No. 6001
☐ I will use Lantern Slide No. Z5

(*Important*) We handle ----------Brand MAZDA Lamps.

Name----------
Company----------
Address----------

Digitized by Google

REGENT GLASS

SCHEDULE B

For Use With MAZDA Lamps in Up-To-Date Residence Lighting

THESE shades are highly decorative. They will catch the eye of your customer, and the low price makes orders easy.



1160 Veluria 122
$6.25 List Per Dozen



1280 C-119
$3.50 List Per Dozen

Schedule B comprises 13 different shapes, but these are furnished in such a range of choice as to decoration and finish of glass, that you really have 41 units from which to select.

These shades have proved so popular that we are carrying them in stock packed in standard quantities for immediate shipment. This method of handling has made it possible for us not only to insure prompt delivery, but to set an especially low price on standard packages.

Our new catalog, No. 500, gives full information on all these Schedule B units. If you haven't a copy you may have one for the asking.



1285 C-118
$3.50 List Per Dozen

Unconventional Portraits of Stimulator Correspondents

Chas. B. Gray



CHARLES Bennett Gray, that's the way he puts it on real fancy society letters, legal documents, etc., but it's only because the rules require an imposing monicker in such cases. In ordinary instances he writes it: Chas. B. Gray. There are many who think the B. stands for Buckeye, but you can easily see that this is not true. To his friends he is "Charlie" and that's one reason why no one calls him anything else.

Charlie was born in Cleveland not much more than a quarter of a century ago, as the photo will bear testimony. He was educated in the public schools of Cleveland and commenced his business career with the Buckeye Electric Company, predecessor of the Buckeye Electric Division, National Lamp Works. He rose rapidly in the ranks, as the story books would say, to his present position as right bower to the manager, with the additional responsibility of correspondent to the *Stimulator*.

We would never know all this if Charlie had to tell it himself, for modesty is one of his marked characteristics. Courteous, affable and always on the job, Charlie keeps the Buckeye machinery running at full speed without any signs of hot bearings or clanking cog wheels.

Some of his rivals on the tennis courts are convinced that Charlie could give the amateur champs a mighty run for the honors, if he would take enough time off to give them an argument. Anything like that would mean having his picture printed in the newspapers, so it's out of the question. Anyway, he would rather boost MAZDA sales than do anything else and that doesn't displease the Buckeye crew at all.

Digitized by Google

February Lamp Almanac

Land Hard on These Dates, and the Shortest Month Will be Long in Sales

7 Dress your window with Zim's Valentine Display.

8 Mail monthly lamp report (Form 3058).

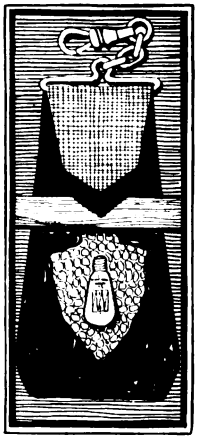
9 Have you requested St. Patrick Display, offered on Page 21 of this *Stimulator?*

21 March House-wiring Number of *Stimulator* out today.

22 Washington's Birthday. Spend afternoon planning your Spring House-wiring Campaign.

24 Clip Zim's coupon from March *Stimulator*, for Easter Display.

29 Leap Year! One extra day for lamp selling this month!



Unwired Houses

are a challenge to all *Stimulator* readers. What plans are followed in *your* community for the landing of house-wiring contracts? Write us about the good schemes at once, as we are running two House-wiring Numbers of the *Stimulator* this Spring. A foxy National MAZDA gold watch fob will be awarded to everyone whose ideas we publish. Let's all co-operate for mutual profit!

NATIONAL MAZDA STIMULATOR

NELA PARK **871240** **CLEVELAND**

Published by National Lamp Works of General Electric Company
Member of Society for Electrical Development "Do It Electrically"

Digitized by Google

THE NATIONAL MAZDA STIMULATOR

MARCH - NINETEEN HUNDRED SIXTEEN

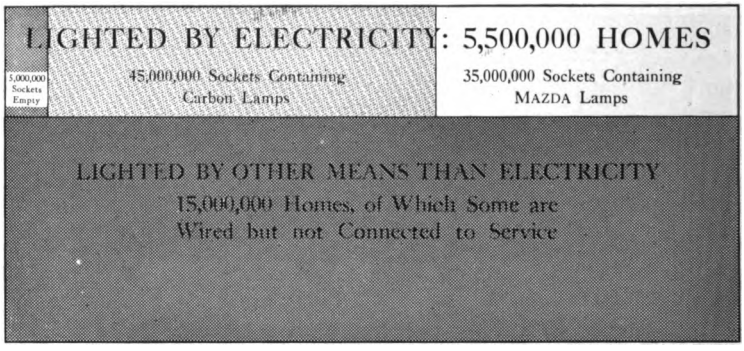


House Wiring Number



HERE is a diagram worth studying and thinking about. It has been prepared from the best statistics and estimates available, and shows, at a glance, what a tremendous undeveloped field there is in residence lighting in the United States.

The white space represents MAZDA lamps in residences; the shaded spaces represent carbon lamps, or, worse yet, empty sockets, or, worst of all, no sockets at all. Observe the immense proportion of unwired homes in the country as a whole. Even in districts where most of the houses, stores and factories are wired, there is the opportunity for enterprising contractors to increase the number of outlets and sockets per building, in new construction work, for the present average is not very high.



Your local opportunities, as the diagram indicates, are four:

1—To wire the unwired buildings thoroughly and completely.

2—To bring service to the already-wired buildings.

3—To fill the empty sockets.

4—To replace all carbon lamps with MAZDAS.

Both central stations and contractors have a vital interest in getting all four of these ends accomplished.

The article on Page 3 (opposite) gives numerous methods and helps that are proving very successful for landing house-wiring contracts. The middle spread (pages 12-13) gives practical suggestions for making each house-wiring installation as complete as possible.

The problem of filling the empty sockets will disappear when we all urge our customers to buy lamps *by the carton*, so as to eliminate the unsightliness of vacant sockets and have a few spare lamps in the cupboard for emergencies.

The residence field is before you; what will you do with it this Spring?

Digitized by Google

National Mazda Stimulator

A Publication with a Purpose—To Promote Your Lighting Profits

Distributing Office: Nela Park, Cleveland. Other Offices: All National Quality Divisions. One Dollar per Year. Gratis to all Concerned in the Promotion of National Quality Products

VOLUME IV MARCH, 1916 NUMBER 7

CO-OPERATION ·:· PROGRESS ·:· QUALITY



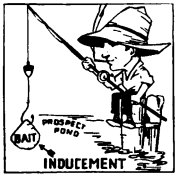
The 5 Elements of a Good House-wiring Drive

THIS article on present-day house-wiring campaign practice is written for central stations wishing to create house-wiring business, but will interest wiring contractors as well. Best results are achieved where there is a working agreement between the central station and contracting people, so that both earn a profit on the wiring work which they co-operate in securing and installing.

Five elements are found necessary in practically all successful house-wiring campaigns: 1—The List; 2—The Inducement; 3—General Publicity; 4—Direct-by-Mail Advertising, and 5—The Canvass.



1—**The List.** One very good way of obtaining a prospect list is that employed by the Peoples' Gas & Electric Co., Burlington, Iowa, a "Banner" customer. This company encourages its consumers to send in the names of their unwired neighbors, and whenever one of these prospects has his house wired, both the new customer and the party who was instrumental in securing him are allowed free current for one month. A good variation of this plan is to offer choice of an appliance, such as a toaster or iron, to customers who turn in names that are converted into contracts. The Denver Gas & Electric Light Company suggests a regular canvass for securing prospect names; another "Bryan-Marsh" customer, the Merchants' Heat & Light Company, Indianapolis, suggests offering a prize to the schoolboy who turns in the biggest list of prospects.



2—**The Inducement.** Nothing is more helpful in causing the prospect to sign the dotted line than a "Special Offer"—generally with a definite time limit. The offer or inducement may consist in furnish-

Digitized by Google

ing current free or at a 20% discount for a certain period to those who order their houses wired; it usually does include the feature of "easy payments." As suggested by Mr. C. N. Stannard, of Denver, the "free current" inducement has the healthy effect of inculcating the habit of using current freely from the start.



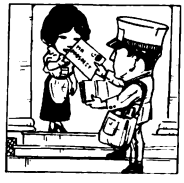
3—**General Publicity.** The more nearly the central station succeeds in making its campaign the talk of the town, the more results will be forthcoming. General publicity, consisting of advertising in the newspapers, moving picture shows, street cars and other public places, is most effective in stirring up interest. House-wiring window displays should also form a part of the campaign; space forbids detailed descriptions of such trims here, but we shall be pleased, on request, to write you about an attractive display constructed by the Alliance (Ohio) Gas & Power Company, and about another display that can be built at slight expense, using an oscillating fan motor. Also, we will send you free a "Wire Your Home" cut-out window trim for boosting house-wiring if you will ask for it. (See page 16).

The newspaper advertising, according to the Merchants' Heat & Light Company, Indianapolis, should feature the "Special Inducement," may show cuts of the fixtures and glassware recommended, and may give the cash and deferred-payment prices per room for wiring and fixturing.

An assortment of good house-wiring cuts will be found in the National MAZDA Ad Book. Stories on the ease and neatness of house-wiring, in newspaper co-operative electrical pages, are valuable.

In general publicity, as well as in direct-by-mail publicity, the prospect should be urged to ask for estimates, rather than to commit himself to the immediate signing of a contract. He should be told that electric service can be installed in two or three rooms, if a complete installation cannot be afforded.

"Stunts," such as a chimneyless house float parading the streets (Reading, Pa.) or an "advertising trolley car" (Kansas City), add news value to the campaign.



4—**Direct-by-Mail Advertising.** The mail campaign generally consists of at least three mailings at stated intervals, each including a multigraphed letter giving one or two strong reasons why the prospect should send in for an estimate. In order to make it very easy for the addressee to reply, printed return postcards, needing only to be signed and stamped, should be enclosed. Attractive folders or booklets such as our No. CS-203 ("Brightening the Old Home") or No. CS-243 ("The Way to Better Light") or literature published by the Commercial Section, National Electric Light Association, stimulate the desire for electric service, and may well be mentioned in the letters with which you enclose them.

(Continued on page 5)

Digitized by Google

The Campaign for Bigger Business

Plan to Tie Up With National MAZDA Magazine Advertising

NOW for the big spring advertising and selling campaign that will put National MAZDA before the attention of every lamp user in the country and show "The Way to Better Light" to millions of magazine readers. This advertising is planned to impress upon the current users of the country the meaning of National MAZDA, and the fact that the blue convenience carton and National brands are sure guides to the best in lamps. It is done to help lamp users know which lamp they should buy, and to help distributors of National MAZDA lamps advertise their business.

Our Spring advertising in the magazines—The Saturday Evening Post, principally—will consist of a series of solid pages bearing convincing lamp messages. The first of these pages will appear in the Post dated March 11. (Out March 9). These messages are designed to create interest—to point out the course for the lamp user to follow when purchasing lamps. Your part in this campaign, Mr. Distributor, is to let the people know that you can supply the lamps they see advertised.

You must tie up your shop or store with the big magazine ads. You can do it in several ways—advertising in your local newspapers, using lantern slides in the movies, and by displaying conspicuously in your shop or display window the poster reproducing the National MAZDA Saturday Evening Post ad, furnished free to you whenever an ad appears.

To get the benefit of National MAZDA advertising you must connect yourself with it—you must make it *your* advertising—you can do it if you will use the means at your command. This is your warning—get ready for the big Spring advertising and selling campaign; it's your way to bigger business.

The 5 Elements of a Good House-wiring Drive — *(Continued from page 4)*



5—**The Canvass.** Most of the effort expended on a house-wiring campaign would be good seed fallen on dry ground if it were not for the personal canvass, made by company representatives who are also trained estimators. There are a score of questions that the average householder wants answered before he affixes his name to a wiring contract—questions that can be answered only in personal conversation. A small bonus to the salesman, for each contract he secures, can hardly help increasing the selling effort.

Prospects who have indicated their interest should first be canvassed and signed up; their endorsements will prove valuable on the second canvass, which covers those prospects who have not made inquiry.

No unwired house ceases to be a prospect until it is "landed;" those that do not sign up this spring should stay in your prospect file for a fresh bombardment in the fall campaign.

We are in a position to supply complete plans for house-wiring campaigns, drawn up to fit your local conditions; in fact we have furnished material for many successful campaigns in the past. All helps that we have of this nature are at your disposal; co-operation, from our viewpoint, is a privilege.

Digitized by Google

Put MAZDA Signs on Unused Space

Make Store Fronts and Windows Serve for Painted Business-Building Lamp Signs



Decorate Your Store Front with a MAZDA Sign; It Means More Business

ON the glass front of the store, above the door, right where it can be seen by everyone on the street within a block, is the proper place for a National MAZDA lamp sign, according to Mr. Homer H. Erlhart, of Ashland, Oregon.

The glass front above the door of Poley's store, located just opposite the Post Office, measures 20 feet long and four feet high, and forms an ideal location for a painted sign that brings customers and boosts the sale of Shelby MAZDA lamps. This sign can be read during the day or night, for the store front is illuminated with a 750-watt MAZDA C lamp.

No doubt many National MAZDA lamp distributors could find space on their store buildings for attractive, permanent painted signs. A space from six to eighteen inches wide, along the top of the glass, can be utilized on almost any display window for a neat, painted sign, without detracting from the appearance of the store front. Such a sign can be read at all times and may also serve to conceal the window-lighting lamps from view. Are you utilizing the unused space on your store front and windows for effective MAZDA advertising?

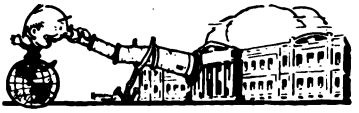
Distribution of Mail Order Cards Increases Sales

THE easier you make it for lamp users to order lamps, the more you will sell, is the belief of the Alliance Auto Supply Co., Sunbeam agents, Alliance, Nebraska. This company increased its MAZDA sales 50 per cent by having schoolboys distribute postcards to the homes of current users, with the address of the company printed on one side and a lamp ad and price list of MAZDA lamps with blank spaces for the number wanted and the signature of the purchaser, on the other. "We believe the strong feature of this scheme, and one that appeals most to the people, is the statement of price. They know what they are getting and just what it costs them," says Mr. I. E. Tash, of the company.

Try delivering self-addressed order cards to lamp users in your city. The cost is small and the results large.

Digitized by Google

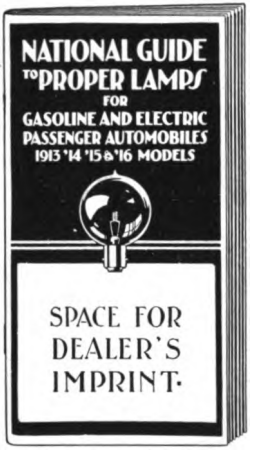
WHAT'S NEW in NATIONAL QUALITY



National Guide to Auto Lamps Distributed

THE new National Guide to Proper Lamps for Gasoline and Electric Passenger Automobiles is off the press and ready for distribution. This edition of the Guide is the most complete ever published and covers the 1913, '14, '15 and '16 models of all well-known, American-made passenger autos.

The book contains 44 pages and, in addition to listing the lamps for all cars, gives valuable information about the National MAZDA Auto Kit and the National MAZDA Auto Lamp Cabinet and Selected Stock of Auto Lamps. Complete information is given regarding the use of various shapes and styles of bulbs and bases. This booklet should be in every garage and repair shop, as well as all auto supply stores. Write to the people who supply you with lamps for copies.

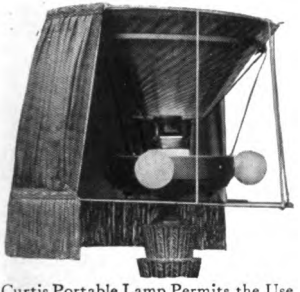


Use this Guide when Selecting Automobile Lamps

Complete Catalog of MAZDA Miniature Lamps

A NEW catalog of National MAZDA miniature lamps is in process of preparation and will be ready for distribution within a short time. This catalog will consist of twenty pages and cover, with illustrations and descriptions of all lamps and bases listed on the miniature schedule, whether for automobile, candelabra or flashlight. The catalog will contain complete directions for ordering and all special cabinets and cases will be fully described. The cover will be printed in two colors, with space for imprinting.

For the Use of MAZDA C Lamps in the Home



Curtis Portable Lamp Permits the Use of MAZDA C Lamps for Home Lighting

MANUFACTURERS of shades and decorative lamps have been developing special devices for the use of MAZDA C lamps in the home. The National X-Ray Reflector Co., Chicago and New York, is offering the Curtis Portable Lamp which permits the use of a portable lamp in the usual manner, and at the same time serves as an indirect light source. A MAZDA C lamp is mounted in an opaque reflector concealed within the decorative lamp shade. The illustration explains the construction.

Digitized by Google



THE prime object of a window display is to sell goods; to create in the minds of those who see it a desire for the goods displayed, and to convey the message that the place in which the display is seen is the place to make the purchase. A good window display should, first of all, be practical; that is, it should be planned to *sell the goods* rather than decorate the shop front. If it has particular merit in getting attention, getting people to look, so much the better. If it has decorative value combined with its selling value there is nothing more to be asked.

A monkey in a cage will attract attention; a beautiful painting may satisfy every artistic demand, but neither would assure the results demanded of a good window display. The best display combines, in their proper proportion, the three elements: attention value, harmonious arrangement and selling value.

A fallacy that is all too prevalent is the seeming belief that display material, placed in a window without any special thought as to the effect it has on the passers-by, should, in some magic manner, create an instantaneous demand for the goods advertised. Unfortunately, this belief has been held by some MAZDA lamp distributors with the usual disappointment that is sure to follow.

Not long ago we happened into the basement of an electric shop which has a rather active demand for MAZDA lamps. There was a pile of dust-covered MAZDA display material in a corner. When asked why this valuable material was thus neglected, the manager replied: "I tried using it once and it didn't do much good so I didn't bother with any more of the stuff." Further inquiry brought out the fact that no particular effort had been made to use the material to the best advantage. This manager was induced to try again, putting care and attention into his MAZDA display, with the result that his window brought a gratifying increase in sales. All available MAZDA display material is now used in this shop.

The greatest shops in this and other countries spend large sums annually on window displays and consider the money profitably invested. You can afford to put some time and study on your window. Do not pass it up as something that will take care of itself. Each month we offer a MAZDA display that will aid in increasing your lamp sales if properly employed.

To be effective, several essential points about a window display must be carefully watched. There should be a background, so that the window will have individuality and hold the attention exclusively. A permanent wall dividing the window from the remainder of the shop, with large doors for easy access, is a profitable investment. The floor of the window should be of the proper height; care should be exercised to see that it has a neat covering.

Plenty of placards, with clear, concise sentences which help tell the story of the display, are essential to nearly every successful window. Neatness is important, but above everything else the display should *tell its story* so that it can be grasped quickly. Displays should be put in at night when possible, and early in the week, for Friday and Saturday are "buying days." Watch the simple details that make a window effective when putting in MAZDA displays, and you will be amply repaid for your effort.

Digitized by Google

How Cost-Keeping Guards Profits

Successful Contractor Outlines Some of the Pitfalls that Snare the Unwary

THE *Electrical World* recently published a series of articles of great practical value, primarily to electrical contractors, but incidentally to general contractors and dealers. These articles were written by Louis W. Moxey, Jr., Vice President of the Keller-Pike Company, Philadelphia. Mr. Moxey's company, incidentally, has a flourishing agency for Brilliant MAZDA lamps. Here are a few extracts of special interest to lamp retailers; the italics are ours:

"Of primary importance to every contractor and every business man is the subject of profits. To illustrate what is meant by the word "profit" take the case of a corporation. It has not made a profit on its year's business unless the amount of money received or assurable of collection without cost, within a reasonable length of time, exceeds the amount of money expended during the year. The amount of money expended by a corporation doing, for example, an electrical contracting business, includes not only the amount paid for labor and material actually used on its jobs, but all amounts paid for labor and material *whether chargeable to any particular job or not.* The labor item should include not only the pay of the journeymen and helpers but also the salaries of the President and other officers.

"If a corporation can make a profit on its year's business only under the conditions outlined, an individual or a group of individuals can make a profit only under the same conditions. The error, which many persons who do a small business make, is that they fail to include in the amount of money expended for labor during the year a salary for themselves. This should be equal to the sum that they would have to pay a person or persons for doing their work and producing the same results. Hence many persons doing a small business and neglecting to include a salary for themselves in the labor item do not make a profit. What appears to be profit may merely be a salary—perhaps meager at that.

"The writer has found it convenient and logical to compute the overhead expense as a percentage of the shop cost, instead of as a percentage of the selling price. An estimate of overhead expense should be made at least once or twice a year and the percentage thus obtained added to the shop cost in all estimates made in the succeeding period to obtain the real cost.

"The simpler any cost-keeping and bookkeeping system can be made, the more satisfactory and efficient it will prove to be, *provided it gives all the information that the contractor should have about his business.*"

This Electric Dealer Believes in MAZDA Ads

TO call the attention of customers to G. I. MAZDA lamps at every opportunity is the plan followed by the Stubbs Electric Company, Portland, Oregon. All of the members of the firm and the clerks and office boy are enthusiastic boosters for MAZDA, says Mr. B. E. Lucas, the manager.

Besides talking to customers about lamps whenever they can, and advertising them in the daily papers, this firm has a good MAZDA ad printed on the back of each bill and each sales slip. People keep sales slips and look at bills carefully, so these ads deliver an effective MAZDA message. The cost of such advertising is very little and you would do well to give this idea a trial.

Digitized by Google

ECHOES from the FIRING LINE

MR. E. V. Plane, Fostoria salesman, says that a lamp cord adjuster made of a stiff piece of cardboard or fibre, with a hole or slot cut at each end through which to pass the cord, and a MAZDA ad with the agent's name and address and the sentence "Put out the Lights when not in Use" printed on it, makes a good sales booster. Tags of this kind can be purchased in quantities at very reasonable prices, and in addition to their use as cord adjusters they can be made to serve as tags for indentifying fixture installations or or other electrical work, according to Mr. Plane.

Mr. E. A. Buel, formerly Buckeye salesman in the city of Cleveland, is now associated with the Commercial Development Department at Nela Park.

Yes, the James W. Tabb, mentioned in the following clippings from "The Gong," the official publication of the Richmond Advertisers Club, Inc., Richmond, Va., is our own Jimmie Tabb, Sunbeam Booster at Richmond, Va.

"The lighting effects produced in the show windows of Miller & Rhoads were planned and executed by Mr. James W. Tabb; also the special exhibit which was in their window during 'Electrical Prosperity Week,' and which won first prize."

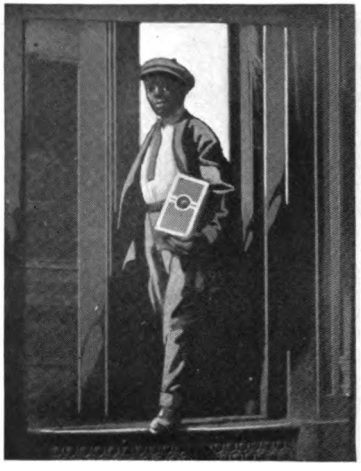
The following week this appeared:

"James W. Tabb threw out some direct rays on the illuminating problem last Thursday. His talk was an eye-opener, in many respects, on the brighter store, office and factory, and mark ye, at lesser cost; and where is the man in business paying 'overhead' who is not looking for information towards greater efficiency at a lesser cost?"

Co-operation with the local wiring contractors, coupled with an offer to pay one dollar to anyone bringing in a new customer, has nearly doubled the lighting business of the Marquette County Gas and Electric Co., writes Mr. A. C. Hammington in a letter to the G. I. Division.

V. M. Yates, hustling Packard salesman, reports an improvement in the lighting of a number of Cleveland Public School buildings by the substitution of 100-watt MAZDA C lamps for 100-watt MAZDA B lamps in about 700 sockets. Once more this suggestion: schools are an excellent field for the sale of MAZDA C lamps, especially of the 100-watt size. A demonstration gets the business, says Mr. Yates.

This likeness represents Herman Jones, better known as "Bunk." He is the indispensable handy man for the Eugene I. Rosenfeld Co., Baltimore, Md., and is a most enthusiastic booster for Columbia MAZDA lamps. This view shows him at his favorite pastime—caressing a National MAZDA carton, which he is about to deliver in record time. Bunk refuses to wrap these cartons, claiming: "They ain't nothin' to be 'shamed of; 'sides which we ought to be seen together, 'cause ain't we both of us quality!"

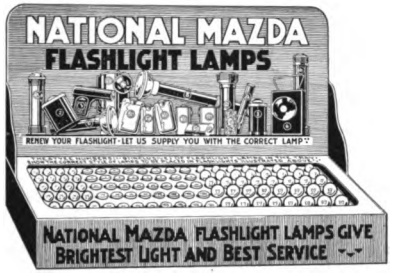


Digitized by Google

TURNING SMALL LAMPS INTO Big Dollars

Flashlamp Merchandising Made Easy

NEARLY everybody now has a flashlight or a battery hand lantern. This means an increased demand for flashlamps.



This Container on Your Counter Means More Flashlamp Sales.

A selected stock of 100 MAZDA flashlight lamps, packed in a handsome display container, has just been developed. Any retail store may easily supply renewal lamps for any flashlight or one-cell standard dry battery hand lantern from this stock, as these lamps fit all Eveready, Franco, American, Beacon, French, Hipco, Radium, Kwik-lite, Mars-Bright and other brands of flashlight batteries and cases. Lamp stock (list value $13.20) and display container will be sent anywhere in the United States on receipt of $8.58. If lamps are sold at list prices, the merchant or dealer will clear 35% on each sale.

The display container itself placed in the dealer's window or on his sales counter is a continual reminder to customers of their need for flashlight lamps—it compels sales.

No previous knowledge of flashlights is necessary in order to supply the proper lamp for any style of flashlight. Your customer has only to point out in the illustration on the cover of the cabinet the flashlight of similar appearance to his own. You can then supply him at once with the correct lamp by noting the Lamp Style Number on the flashlight illustration. As a further aid to dealers each container is supplied with flashlight price lists, re-order cards and a guide showing the proper lamps to supply for any flashlight battery as cataloged by the battery manufacturers.

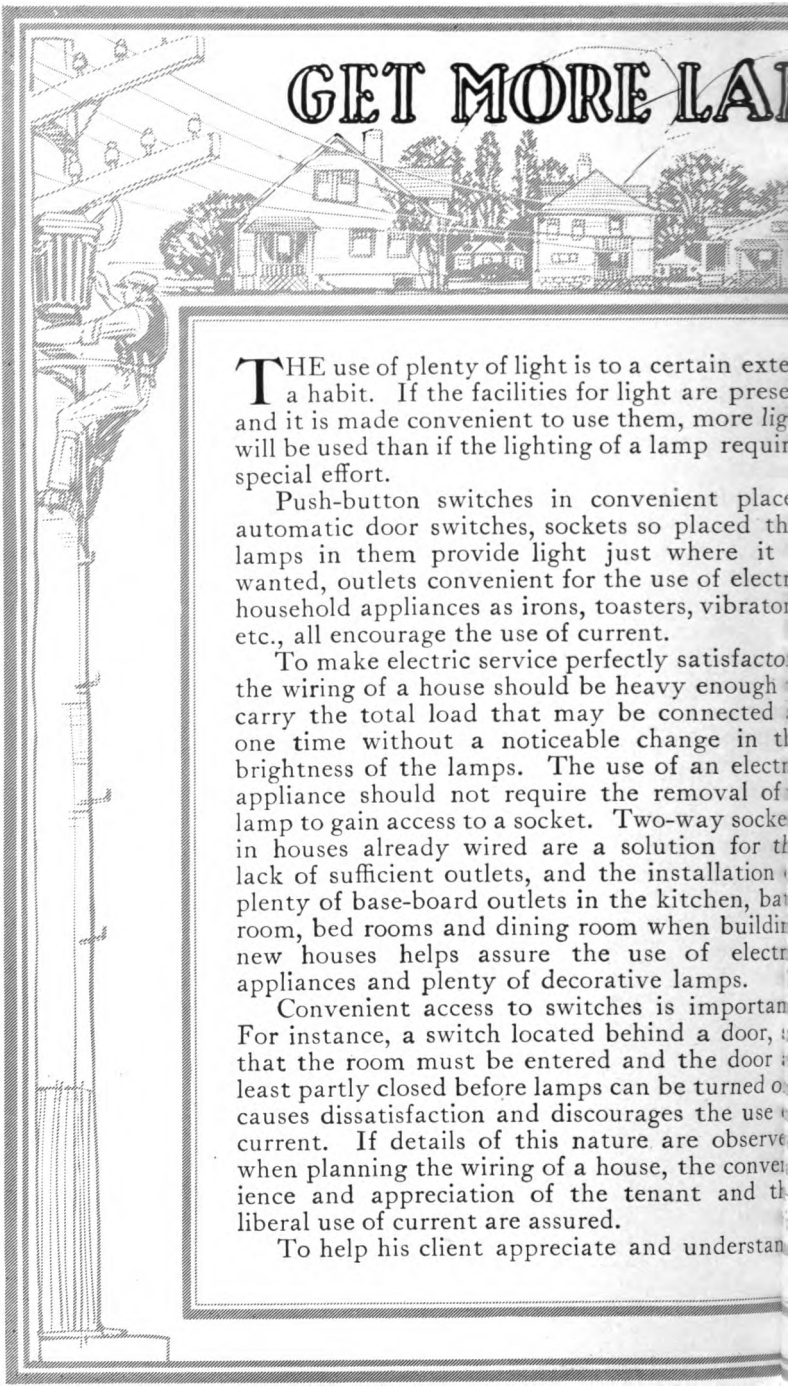
National agents and customers will find it profitable either to sell flashlight lamps at retail from this container or to sell complete containers to merchants.

Containers and selected flashlight lamp stocks or further information regarding them may be obtained by writing to the people who supply you with lamps.

More Auto Lamp Sales Sighted

SPRING brings increased business to garages, auto accessory dealers and repair shops. Cars are overhauled and put in condition for the summer season. Now, then, is the time to push the Display Cabinet and Stock of 100 Selected MAZDA Auto Lamps. National agents and customers will find it easy to sell these Cabinets to local garages or to supply lamps from the Cabinet direct to auto owners. The Cabinet is yours, complete with lamps and selling information, for $15.93. Thirty-five per cent profit, or more, for you on each lamp sold. Your lamp people can supply you promptly.

Digitized by Google



GET MORE LA

THE use of plenty of light is to a certain exte
a habit. If the facilities for light are prese
and it is made convenient to use them, more lig
will be used than if the lighting of a lamp requir
special effort.

Push-button switches in convenient place
automatic door switches, sockets so placed th
lamps in them provide light just where it
wanted, outlets convenient for the use of electr
household appliances as irons, toasters, vibrator
etc., all encourage the use of current.

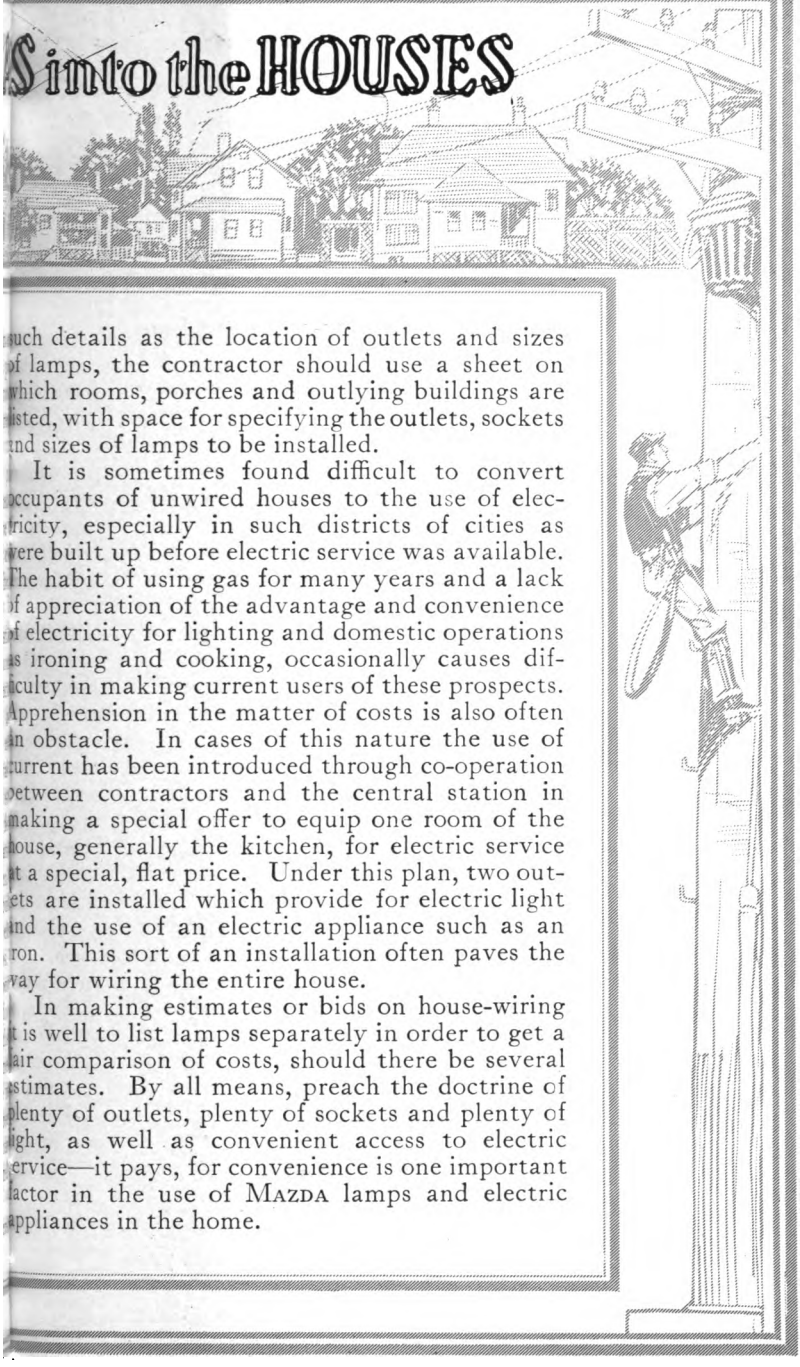
To make electric service perfectly satisfacto
the wiring of a house should be heavy enough
carry the total load that may be connected
one time without a noticeable change in th
brightness of the lamps. The use of an electr
appliance should not require the removal of
lamp to gain access to a socket. Two-way socke
in houses already wired are a solution for th
lack of sufficient outlets, and the installation
plenty of base-board outlets in the kitchen, ba
room, bed rooms and dining room when buildin
new houses helps assure the use of electr
appliances and plenty of decorative lamps.

Convenient access to switches is importan
For instance, a switch located behind a door,
that the room must be entered and the door
least partly closed before lamps can be turned o
causes dissatisfaction and discourages the use
current. If details of this nature are observe
when planning the wiring of a house, the conve
ience and appreciation of the tenant and th
liberal use of current are assured.

To help his client appreciate and understan

Digitized by Google

Into the HOUSES



such details as the location of outlets and sizes of lamps, the contractor should use a sheet on which rooms, porches and outlying buildings are listed, with space for specifying the outlets, sockets and sizes of lamps to be installed.

It is sometimes found difficult to convert occupants of unwired houses to the use of electricity, especially in such districts of cities as were built up before electric service was available. The habit of using gas for many years and a lack of appreciation of the advantage and convenience of electricity for lighting and domestic operations as ironing and cooking, occasionally causes difficulty in making current users of these prospects. Apprehension in the matter of costs is also often an obstacle. In cases of this nature the use of current has been introduced through co-operation between contractors and the central station in making a special offer to equip one room of the house, generally the kitchen, for electric service at a special, flat price. Under this plan, two outlets are installed which provide for electric light and the use of an electric appliance such as an iron. This sort of an installation often paves the way for wiring the entire house.

In making estimates or bids on house-wiring it is well to list lamps separately in order to get a fair comparison of costs, should there be several estimates. By all means, preach the doctrine of plenty of outlets, plenty of sockets and plenty of light, as well as convenient access to electric service—it pays, for convenience is one important factor in the use of MAZDA lamps and electric appliances in the home.

Digitized by Google

MAZDA Display Features



This Window Proved That Seasonable MAZDA Displays Build Business

WINDOW displays with features that tie up to an occasion of general popular interest, or excite the public curiosity, have a special drawing power that can be used to good advantage, provided, of course, that the reference to the event celebrated or the curiosity-exciting feature does not overshadow the real purpose of the display. A good example of display which takes advantage of a semi-popular holiday to put across a MAZDA message is a St. Patrick's Day window used with excellent results for selling Bryan-Marsh lamps, by Mr. C. W. Johnston, New Business Manager, Bartlesville, Oklahoma, Interurban Railway Company. Here is Mr. Johnston's description of the window, in sufficient detail so that you can reproduce it should you wish:

"I covered the floor of the window with emerald-green tissue paper and wired in three zig-zag rows of green colored lamps. Then I scattered several sizes of MAZDA lamps promiscuously over the floor.

"In the background I built a wall of National MAZDA cartons and placed an electric sign reading '*Lamps*' in the center, with a border of green lamps. The border lamps and the green lamps on the floor were connected to a high-speed, shunting flasher which gave them a chasing effect.

"The flashing of the lamps could be seen for several blocks and drew a great many people to the window, thus helping MAZDA sales considerably. On the 17th I placed a Victrola in the window, which rendered in low tones, 'Wearin' of the Green' and 'My Wild Irish Rose,' throughout the day."

A clever display feature in which a fish bowl and a hundred-watt MAZDA C lamp are used to emphasize the idea of high candle-power with little current, is one used by Mr. Clark Baker, of the National Lamp Works, Oakland, California, in boosting 100-watt MAZDA C sales on the Pacific Coast. Mr. Baker describes this attractive display centerpiece as follows:

"The fish bowl 'stunt' is to wire a 100-watt MAZDA C lamp with small magnet wire concealed on a strip of moulding and in an empty carton. (As shown in the illustration on page 15). Bring a pair of heavy wires (No. 4 B & S gauge) out of the moulding above the lamp and bare the ends to show there is no electrical connection to the lamp.

Digitized by Google

That Will Increase Sales

"A skeedoodle socket should be used to flash the lamp, which should be lowered into the water as far as possible without immersing the base. A drop or two of analine dye, any color, makes the bowl more attractive during the daytime. A sign reading, '100-watt MAZDA C Lamps Give Much Light with Very Little Current,' completes this attention attractor. There should be other lamps and cartons with price tags displayed in the window around the bowl."

Mr. J. J. Duck, Sunbeam agent, St. Clair St., Toledo, Ohio, believes in realism in window displays. Accordingly, he borrowed three live snakes, a rattler, a whip snake and a blue racer, from a Toledo circus man, to add attraction to his MAZDA window on St. Patrick's day. The snakes were caged in a window decorated in green. Placards announced that Sunbeam MAZDA lamps shine in sunny Ireland as well as Toledo. The results from this window again proved the value of unusual attention features in window displays.

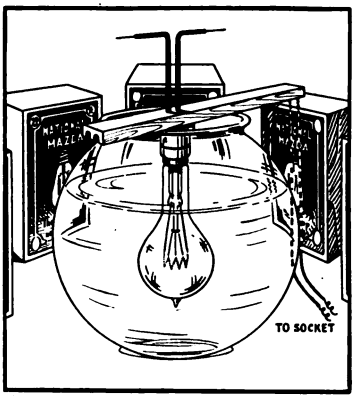
Attention to the MAZDA window is profitable, in the opinion of Mr. Olin E. Frisbee, Albany Electric Co., Albany, N. Y. This company enjoyed some lamp business but wanted more, so began using the display window to get new customers to drop their change into the cash register. Mr. Frisbee describes the stunts which proved successful, as follows:

"About this time I dug up two changeable-letter flash signs, and set them to read: 'Triple Light for One-Third Cost. National MAZDA Lamps 27 Cents.' 'Break away from the Red Whisker Habit, Get the MAZDA Habit.' (With suitable clippings of carbon lamps pasted on the window). These signs were changed to read differently every week. My lamp window is the most popular on the street.

"My last window for the Holidays was a hummer and brought us a good-sized increase of lamp business over anything we ever expected. With the aid of the dipping pot, carbon lamps were escorted to the 'lock-up' by uniform colored MAZDA Cops, numerous flash sockets kept brightly-colored MAZDAS bobbing up and down, and a circle of shades around the edge of window with differently colored lamps concealed underneath on another flash circuit, all did their share in attracting and holding attention. In the background were rows and tiers of empty cartons from which three-inch strips of red and green crepe paper were brought up to the lone 60-watt MAZDA which gave just enough light downward to read the signs without destroying the colored lamp effects.

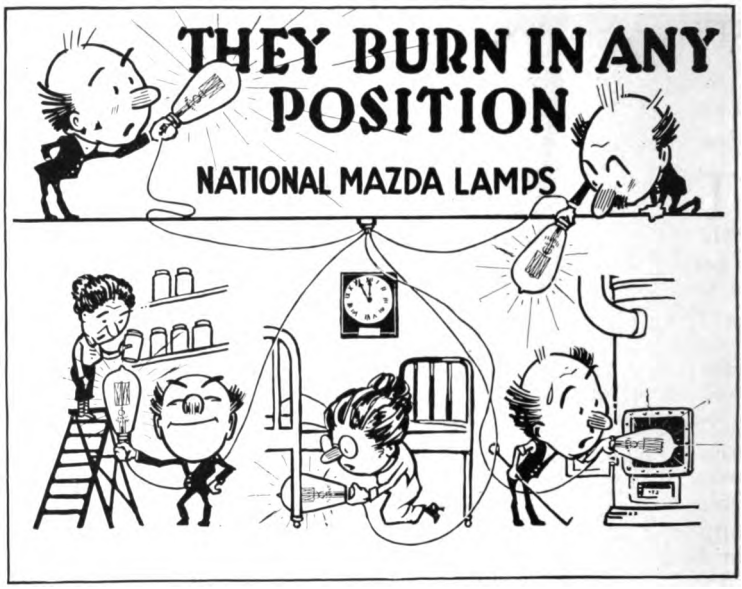
"It is a common sight to see interested persons two and three deep in front of our window admiring the effects. We have colored and sold more lamps in the last two weeks than ever before in a year. We intend to have a 16 c. p. carbon tried before a jury of twelve 40-watt MAZDAS in Judge 100-watt MAZDA C's Court soon."

National MAZDA window trimmers, a few dressed up lamps and flash sockets will prove business getters; try them!



Try This Fish Bowl Stunt With a 100-Watt MAZDA C Lamp as a Window Display Feature

Digitized by Google



Wiring Month Endorsed by Entire Industry

FOR thirty days, from March 15th to April 15th, the entire electrical industry will be actively engaged in a vigorous campaign to promote the wiring of existing houses. The Society for Electrical Development is behind this big move which fits right in with our plans for going after this kind of business at this time.

Electrical Prosperity Week was a great success, due to the skillful management of the Society officials. There is every reason to believe that "Wire Your Home" month will be even more successful, for the Society has had experience that helps.

To aid all engaged in the electrical industry in tying up with "Wire Your Home" month a cut-out window display has been prepared to promote house-wiring and the sale of lamps and appliances. This cut-out display is an attractive one that can be used by any dealer, contractor or central station, as it is designed without reference to any specific manufacturer's brand or goods.

We will send one of the cut-out trims for "Wire Your Home" month free to any distributor of National MAZDA lamps upon request. Just ask for it and we will send it without charge. Co-operate—and get your share of the benefit of "Wire Your Home" month.

Put in Zim's St. Patrick Window on 10th

March 10 is the day to put in Zim's St. Patrick window display. If you didn't order yours last month get your request in right away; March 6 is the final date for receiving orders.

Digitized by Google

Time to Work Up Marine Business

Ships Use Proportionately More Carbon Lamps than do Land Installations

THE season for actual work on overhauling lake vessels is close at hand; the opening of navigation is only a few weeks off. This, then, is the time for active sales work on the part of MAZDA lamp agents who number marine interests among their prospects or customers. While mentioning inland craft, we would not overlook the ocean-going ships; there are big opportunities for MAZDA sales in both, for carbon lamps, in proportion to the number of sockets, are far more generally used in marine lighting than they are ashore.



Social Hall of the S. S. Naronic, Lighted by High-Wattage National MAZDA Lamps, and by Smaller MAZDA Lamps behind Wall Plaques

The first commercial installation of incandescent lamps is said to have been made on shipboard, on the S. S. Columbia in 1880. Progress in the very specialized fields of electrical fittings and wiring for marine work has been steady and solid, from that day to this. In the one particular of lamps, however, marine practice has not kept pace with the rest of the art, although there are many notable exceptions, as for example the recently-built "Naronic" (see illustration). Indeed, MAZDA lamps of the 25 to 100-watt sizes have mostly superseded carbon lamps for the lighting of passenger spaces in newly-constructed vessels, but many of them cling to carbon lamps for lighting the machinery spaces, the idea persisting that MAZDA lamps are fragile. We all know this to be a fallacy, so far as National MAZDA lamps are concerned, for they are regularly used on U. S. battleships, and have proved their ruggedness in thousands of instances, many of which have been recounted in the *Stimulator*. Sell this idea to the electricians and purchasing agents with whom you come into contact!

Start right away to cultivate your marine prospects, bringing the good installations to their attention. Impress the users of carbon lamps with the advantages of better light from a safety standpoint in the machinery spaces, and with the added cheerfulness of brighter, whiter light all over the ship—entirely sufficient arguments, even if the great saving in current made possible by MAZDA lamps carried no weight whatever.

Digitized by Google

It Pays Best to Advertise Well

Good Publications Proclaim High Quality and Bring Satisfactory Returns



Fixture and Lamp Catalog of The Caldwell Company, Champaign, Ill.

TO judge by appearance is instinctive, therefore a good "front" is advocated as a great aid, if not an absolute necessity, to success anywhere, for nothing escapes critical inspection.

Nowhere is a good "front" more valuable than in the matter of printed advertising material. Printed matter such as catalogs, folders, booklets, represents the firm that uses it. A catalog is as much a salesman as a man with a trunkful of samples, and often it plays an important part in building up business. No sales manager would think of hiring shabby, untidy salesmen or representatives who did not "know the line." Yet poor incomplete, ill-appearing catalogs, and other publications, are often allowed to pass as good enough. Printed advertising has the same relation to its user as tools to the workman; good work cannot be done unless the means at hand are of the best.

Good advertising matter suggests stability and reliability and inspires faith in the firm and its goods. The cost of reliable, high-class printing, in dollars and cents, is but little more than the cost of poor work; yet in results obtained the final cost of poor work is far the greater. High-class printed matter means not only mechanical excellence in placing ink on sheets of paper but also care in the preparation of copy, illustrations, selection of colors, and good judgment as to the general fitness of the publication for its purpose.

An excellent example of a worthy printed representative is the catalog of the Caldwell Company, Champaign, Ill., manufacturers of electric lighting fixtures and agents for Columbia MAZDA lamps. Every detail of this book suggests quality goods; just as a shoddy catalog would leave the opposite impression.

The catalog of Kwik-lite Products, manufactured by the Usona Manufacturing Co., Inc., Toledo, Ohio, agents for Federal MAZDA miniature lamps, is another example of what a printed silent salesman should be. If advertising is worth while it is worth doing well, and quality printing pays.

Digitized by Google

Powder's Bang Ended by This Lamp

1000-Watt Blue-Bulb MAZDA Eliminates Flash-Powder in Much Photography

FOR many years photographers have been in the market for an artificial light that would make it unnecessary to use flash-powder, and accomplish the required results in a practical, satisfactory manner.

You are probably familiar with the "nerving-up" feeling that creeps over the average party when the photographer's assistant, with malicious grin, prepares to ignite the charge. The explosion, while not particularly agreeable to anyone, may be actually distressing to ladies whose nerves are not in apple-pie order. Powders are now manufactured which give off less smoke and smell than those formerly employed, but no powder manufacturer has yet succeeded in entirely denaturing his product. You can generally tell a "flashlight exposure," the minute you see the print: the people have a strained, unnatural look; sometimes one or more have their eyes closed. White streaks across the picture, caused by lumps of flash-powder falling through the air while still burning, are of not infrequent occurence.

While in some cases flashes must still be used, as in photos of outdoor crowds, or of very large gatherings indoors, the MAZDA C 1000-watt photographic-blue-bulb lamp furnishes a solution of the problem in a large number of instances. For example:

It was desired to photograph groups of persons who participated in a Polish Benefit Ball given at the Hotel Statler, Cleveland. When the Oscar Pach Studios, of New York and Cleveland, were called upon to take the pictures, they procured, upon advice of the National Lamp Works' Engineering Department, two 1000-watt blue-bulb MAZDAS and two No. 751 Ivanhoe reflectors with No. 622 holders. The units were mounted on folding metal stands (such as are used to support flashlight bags) arranged as shown in the figure. Before the lamps were connected to the baseboard plugs, the circuits were provided with 20 amp. fuses by the hotel electrician.

Groups of from two to nine persons were photographed on Eastman portrait films with an exposure of from 3 to 4 seconds at a lens aperture of f-6. Practically all the persons photographed expressed particular satisfaction that no flashlight powder was used, and many of them commented on the pleasing appearance of the light. The photographs were so successful that a full page was devoted to their reproduction in the rotogravure section of *The Cleveland Sunday Leader*.

Two lamps with reflectors, cord and light metal stands are easily carried about and may be adapted

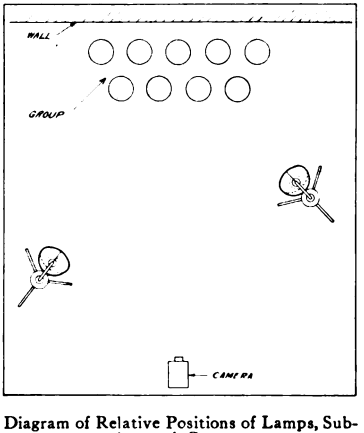
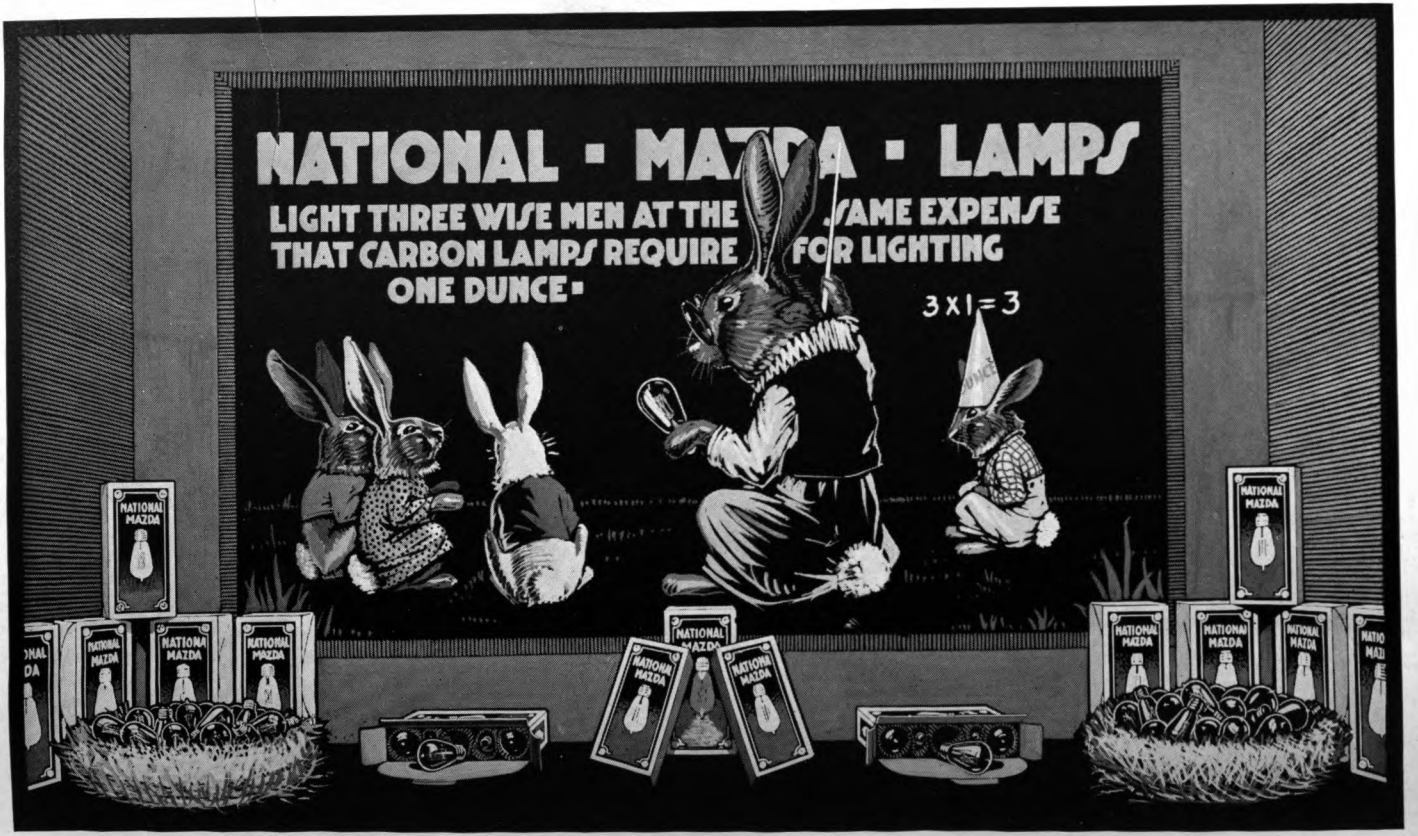


Diagram of Relative Positions of Lamps, Subject and Camera

readily to the demands of any location. The opportunities which this simple equipment affords for making photographs outside the studio are so extensive that every commercial and portrait photographer should have a couple of 1000-watt MAZDA C blue lamps, equipped with reflectors, holders, lamp cord and attachment plugs.

How many photographers in your territory have these portable outfits? For complete data on them, and information which may assist you in selling them, we suggest that you get in touch with Nela Specialties Division. Nela Park, Cleveland.

Digitized by Google



Digitized by Google

Make Easter Bright With This MAZDA Display



Everybody brightens up for Easter.

No housecleaning is complete without National MAZDA lamps in all sockets.

National MAZDA lamps are the way to better, brighter, whiter light.

We have the size you want. Telephone your order today. Our number is .....

(Your Name and Address Here)

4-inch, 1-column Easter Newspaper Cut No. 7001. It's Free; Order Today.

EASTER is significant of Spring. This holiday suggests freshness, brightness, and all that makes for joy and happiness. Preparation for the Easter season includes a renovation of the house, a general cleaning-up; a change is in the air.

This is the time for the renewal of lamps. During cleaning time people notice old and burned-out lamps; then is your opportunity to suggest bright, new National MAZDAS. That's what this window display will do for you. It ties up with Easter and teaches the lesson of better, brighter light, three times as much with National MAZDAS as with carbon lamps.

Return the coupon on this page at once and plan to put in this Easter MAZDA display on Monday, April 17th, the week before the holiday. We will send you all the necessary material free, excepting lamps, which you have, and cartons, which you can save for this purpose. Be sure to order early.

The newspaper ad plate (No. 7001) for connecting your newspaper ad with your Easter MAZDA window, and a lantern slide (No. Z6) for your ad in the movies, are free for the asking. Send the coupon now.

Yours truly,

—Zim

National Mazda Stimulator,
Nela Park, Cleveland.

Please send me the material for building the Easter MAZDA Lamp Window. I understand this material is being paid for by the Division whose lamps I handle.

Put a cross in the square if you can use a newspaper ad plate or a lantern slide.

☐ I will use Newspaper Ad Plate No. 7001
☐ I will use Lantern Slide No. Z6

(Important)
We handle
.....Brand
MAZDA Lamps.

Name.....
Company.....
Address.....

Digitized by Google

Our Flag Represented Electrically

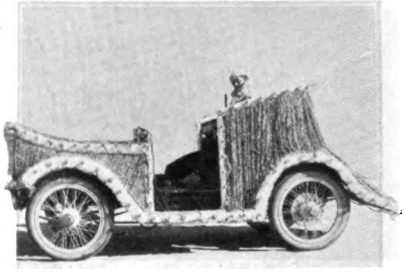
Old Glory Electric Flag Can be Used Anywhere; Manufacturers Offer Excellent Metal Flags

AS a universal sign suitable for all indoor or outdoor locations and occasions nothing can surpass an electric representation of our own Old Glory. This has been proved in many cases during the past three or four months. Every American should advocate the more general display of our flag; what is more appropriate than an electric flag for carrying out this idea at all times during the day or night?

The smallest of these signs, four feet in length, single-face, takes ninety-four 7.5 or 10-watt MAZDA lamps; double-face and larger signs take still more lamps. Many sign manufacturers are quoting attractive prices on the highest class of metal flag signs. Patriotism is running high now; this is the logical time for selling electric American flags. We will be glad to give you further information if you are interested in starting a flag campaign in your city.

MAZDA Lighted Chariot Bears Noted Actress

MUCH interest in spectacular display lighting with National MAZDA lamps was aroused in Denver, Colorado, at a Grand Mask Ball in Denver's large Auditorium during Prosperity Week, reports Mr. E. M. Jackson, Consulting Engineer, Denver Gas and Electric Light Co. A Chicago Electric Cabriolet, decorated at Mr. Jackson's direction with 287 eleven-volt MAZDA sign lamps, operated from a covered storage battery which served as an elevated throne, carried the Queen of the Carnival, the celebrated actress, Valeska Suratt in all her gorgeous, regal raiment.



Valeska Suratt in Her Electric Chariot

At the entrance of the lighted chariot to the Auditorium, all other lights were extinguished and illumination was furnished only by the moving chariot, which, in addition to its decoration of lamps, was trimmed with 2000 yards of royal purple and silver tinsel. This display created sufficient interest in the lamps and the car to make it well worth the cost.

Ten-Watt MAZDA Stands the Racket Well

THE record for long service under severe conditions is held by a ten-watt Bryan-Marsh MAZDA which was installed on a pop-corn wagon in Minneapolis two years ago and has burned every night from dark until two o'clock in the morning. It is still burning in spite of bumping over cobble stones and railroad tracks. The lamp is lighted only when the wagon is at its regular stand where connection is made every night for 110-volt lighting service.

Mr. J. L. Barnard, of the Minneapolis Bryan-Marsh office, is our authority for this lamp performance.

Digitized by Google

Unconventional Portraits of Stimulator Correspondents

M. A. Humble



— I —

In Fostoria there's a Geezer
Versatile as Julius Caesar —
Humble is his name;
Right-hand man to "That Man Geary";
Sings the praises, never weary,
Of Fostoria's fame.

— II —

"Abe" was born in Pennsylvania,
That is where he got his mania
For Pretzels and Beer;
Pon-haus, Scrapple, Schnits und Knep, sir,
Help to keep him full of pep, sir;
Keep him in good cheer.

— III —

Thoughts of Mercer Alan Humble
Make my Harvard mem'ries rumble,
For he went to Yale.
Yet we both forgive each other;
Warm the greeting: "Howdy, Brother?"
When I cross his trail.

— IV —

Humble's written tons of letters,
Helping throw off darkness' fetters,
Installing MAZDA C;
Stimulator Correspondent;
Never downcast or despondent;
Well, why should he be?

Digitized by Google

Forward, March!

Observe these Cardinal Dates in March so as to Usher Spring in With a Good Lamp Month

3 Have you requested the Easter Display offered on Page 20 of this *Stimulator?*

8 Mail your monthly lamp report (Form 3058).

9 Full page National MAZDA ad appears in *Saturday Evening Post.* Tie up through your window, local newspapers and movie shows.

10 Dress your window with Zim's St. Patrick's Day Trim.

17 Friday, St. Patrick's Day. Make this a big week for lamp sales.

20 April *Stimulator* out this week.

25 Clip Zim's Coupon from April *Stimulator* for window display and newspaper ad.

A Preachment on Reciprocity



The power of reciprocity, mutuality, co-operation — call it what you will — permeates civilized society. We find it wielding its helpful influence in all strata of human life — from such organizations as the Jovian Order, even down to the Mutual Welfare League of the prisoners at Sing Sing. Everywhere we find reciprocity constructive, elevating, boosting.

The *Stimulator* is entirely a reciprocal institution. Its value to every reader consists in the co-operative offerings of the other 18,999 readers. This is quite as valid a reason for you to contribute your ideas as is the hope of getting one of the gold-filled National MAZDA Watch Fobs, awarded for all ideas published.

Join the junta of *Stimulator* co-operators. Corral a good, practical MAZDA selling idea — for example, one on newspaper advertising—and mail it to us at your first spare moment. Send it to

NATIONAL MAZDA STIMULATOR

NELA PARK 871241 CLEVELAND

Published by National Lamp Works of General Electric Company
Member of Society for Electrical Development—"Do It Electrically"

Digitized by Google

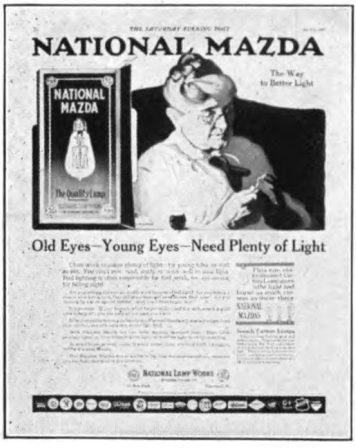

APRIL
The
1916
NATIONAL MAZDA
STIMULATOR
Latest Plans for Stimulating Wiring Business

Certificates of Partnership

Advertising Brings Business and Builds for Mutual Success

WE are partners in the lamp business. Your interests are our interests, and *vice versa*. You, as a distributor, are a connecting link between the maker of lamps and the people who use them. Everything that is done to help lamp users realize that they should use National MAZDA lamps is of vital interest to you, whether or not it originates with you. That is why we call your special attention to National MAZDA magazine advertising.

National MAZDA ads in the *Saturday Evening Post* are mentioned especially, because they are seen by more of your customers than ads in any other national periodical. *Post* ads bring proper returns only if you carry out your part of our partnership in the business. Only by making National MAZDA magazine ads *your* ads—tangibly, locally—can you gain the greatest benefit from them.



Use the Newspapers and Picture Theaters to Tie Up With This April 1 *Post* Ad

People who are induced to use National MAZDA lamps as a result of this advertising must know where to go to get them. Therefore we are prepared to send you, as each *Post* ad appears, newspaper cuts and lantern slides showing a reproduction of the ad that convinces lamp users. If you make use of these helps you are making the magazine ads your ads and tightening the tie of partnership in the business. Newspapers and movie theaters reach everybody. Use them to connect with the big ads.

A full-page National MAZDA ad appeared in the *Post* for March 11; the one illustrated on this page will appear on April 1, and still another a few weeks later. Here are opportunities for you to cash in on a big, broad, business-building advertising campaign by simply making use of the material supplied to you free for that purpose. If you have sold National MAZDA lamps for more than a few months you have, no doubt, realized the value of tying up with our comprehensive, educational magazine advertising campaigns; if not, by all means take advantage of this one and play your part—with an increase in your profits—in showing your customers that National MAZDA lamps are "The Way to Better Light." *Don't be a silent partner.* Seize every opportunity to mention lamps—tell about MAZDA in conversation and in print whenever you can. Try the plan of Mr. E. A. Mayer, Manager Electrical Dept., H. L. Mayer Co., Columbia agents, Clinton, Iowa, who says: "The Way to Better Light; Put a MAZDA Lamp in Every Socket" printed in bold type at the top of monthly statements brings bigger MAZDA sales. Such advertising brings results.

In addition to magazine ads, which are really your own, you can have the material for a snappy, seasonable MAZDA window trim, Zim's Window, delivered to you each month, free for the asking. Look on pages 16 and 17 of this *Stimulator* for some good cut-outs. Sign the coupon, tear it out and mail it at once. These materials furnished to you are certificates of your partnership in the business. We send them to you because you can put them to good use.

Digitized by Google

National Mazda Stimulator

A Publication with a Purpose—To Promote Your Lighting Profits

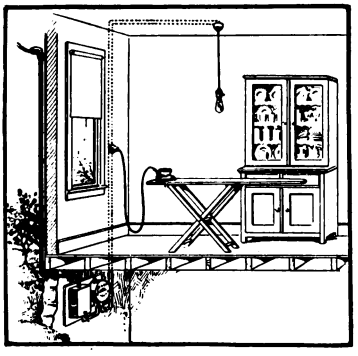
Distributing Office: Nela Park, Cleveland. Other Offices: All National Quality Divisions. One Dollar per Year. Gratis to all Concerned in the Promotion of National Quality Products

VOLUME IV APRIL, 1916 NUMBER 8

CO-OPERATION ·:· PROGRESS ·:· QUALITY

Try This Sample Wiring Installation

IF you can't get the skeptical non-users of electric current to sign your special house-wiring contract because they fear the cost of such service, or don't realize its conveniences, the chances are that you can induce them to try a sample installation—which will open the way for a complete wiring job later. The sample installation which has proved effective in cases of this kind is Kitchen Service—two outlets, one for a lamp and the other for an appliance, usually an electric iron. The installation usually consists of a wooden panelboard, jack-switch, cut-out and meter, with the wiring, an electric iron and a MAZDA lamp.



Kitchen Service Creates a Desire for Complete Service

Central stations familiar with the installation of Kitchen Service at flat rates report the plan a good business builder, especially during the summer months. Electrical contractors, working in co-operation with the central stations that have featured Kitchen Service installations, report the business easy to get and that it is the best kind of an opening for the complete wiring of the house later.

A plan adopted by central stations wishing to place as many kitchen installations as possible is to make a bargain offer to the prospects and pay the difference in cost to the contractor who does the work. Prices ranging from $6.00 to $15.00 have been reported for Kitchen Service. There are great possibilities in this kitchen wiring offer; will you include it in your plans for this summer?

Digitized by Google

How Do *You* Sell 100-Watt Lamps?

Here Are Four Good Plans from Four Good Stimulator Readers

MR. C. S. Izenour, Banner lamp man in New Brighton, Pa., wanted to make his 100-watt MAZDA C sales hum. And he did, with a vengeance, *by starting in the right place.* "First," he writes, "we filled our own sockets with 100-watt MAZDA C lamps, and then made a trip over this little burg, telling the storekeepers how we could make their windows like ours at very slight expense. They wanted better light and took us at our word. First, one came; then his next-door neighbor, not wanting to be outdone, came also. The result is our record—74 lamps in four weeks." Taking into account the size of Mr. Izenour's agency, this was a very remarkable record.



"All very well to brighten your own windows and then go out and canvass," someone says, "but my time is limited; I would like to call on the easiest prospects and close them first. How can I get their names?" Let V. J. Morissette, of the Malone Electrical Supply Store, Bryan-Marsh agents in Malone, N. Y., give the answer. He says: "I went up and down the main street of this town one evening and noted in a blank-book all stores where any lamps were burned out. The next day I approached these storekeepers with the 100-watt proposition. Have sold a case and a half of lamps in this way."

Some times are more favorable than others for demonstrating MAZDA C lamps. Thomas B. Ross, a Packard agent in Brooklyn, has discovered what he considers the best time for demonstrating in the show windows of large stores. "I find out *when the displays are to be changed,*" he says, "and get the store people to let me put in a 100-watt lamp with the proper reflector. In nearly every case the difference in light has been so marked that I have been able to sell them the lamps *and reflectors*, and in many cases re-wire the windows."



Just for good measure, Mr. Ross throws in another idea: "I am selling 100-watt MAZDA C lamps to theaters for use in border and footlights. I prove to them that these lamps not only give more light for equal wattage, but a light that is more effective in illuminating the stage. In most footlights, much of the light from MAZDA B lamps is lost in the apron or part that is in front of the lights, but with the MAZDA C lamp, the filament

(Continued on page 5)

Digitized by Google

Trutint Light Pleases Patrons

Entire Organization Enthusiastic Over Afternoon Sunlight Effect



THE Pettis Drygoods Company, one of the leading shops in Indianapolis, Indiana, has proved its progressiveness by installing 56 Noonday Sunlight Units, consisting of 500-watt MAZDA C lamps with 12-inch Trutint opal globes, on the first floor of the store, a view of which is shown above.

Mr. E. W. Roberts, of the Fostoria Division, who is responsible for this excellent installation, reports that customers and all of the members of the Pettis organization, including President Gay and the night watchman, are enthusiastic about the pleasing afternoon sunlight effect the Trutint globes produce. Plans are being considered for converting the lighting of the entire store to correspond with that of the main floor.

Ask the *Stimulator* about Trutint.

How Do You Sell 100-Watt Lamps? — (*Continued from page 4*)

is higher up from the bottom of the gutter, so that more light gets onto the stage and less is reflected into the balcony."

Coming back to window lighting, Supt. J. W. Williams of the Belmont, Wisconsin, Light Plant has an excellent plan for lamp distributors who lack show window facilities. He obtains permission from different stores in town to use their windows for three or four days for his Sunbeam lamp display. When installing the displays, he takes particular pains to brighten up the windows with MAZDA C lamps. "In nine cases out of ten," he writes, "when I get through with the show window, the proprietor wants the lamps all left in, for he can see how they help out the looks of his window."

These are the plans that are selling MAZDA C lamps in New Brighton, Malone, Brooklyn and Belmont. Is there any reason why they should not work in Yourfield also?

Digitized by Google

Realistic MAZDA Easter Attraction

Also a Good Bicycle Wheel Motion Display That is Easily Built

REALISM in window displays is an important factor. Mr. F. G. Klein, Jr., Northwestern Electric Equipment Co., Saint Paul, put this rule into practice in an excellent Easter window, reports Mr. J. M. Hannaford, Manager, Lamp Department of this live Fostoria agency. The best description of it is given by Mr. Hannaford, whom we quote: "The right half of the window contained a carton house, the home of four live rabbits which were constantly running about.

"In the other half of the window was an incubator and brooder with some lighted Christmas tree chickens, and in the yard were some live chickens and a few ducklings. A tin rooster standing on a carton carried a "Fostoria" sign in his beak.

"Price placards and other MAZDA signs completed the display which was one of the most successful we ever had."

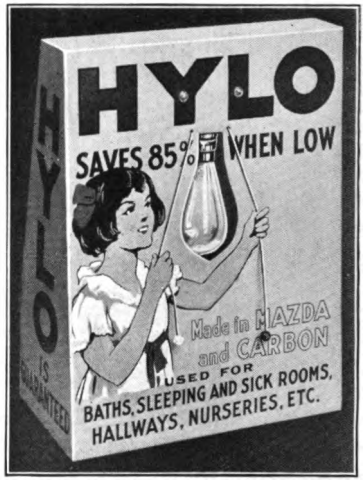
Mr. G. M. Lucas, Supt. of the Electric Light Plant, City of Hope, Kansas, tells of an easily-built motion display which increased the sale of Sunbeam MAZDA C lamps for him. He mounted a bicycle wheel on two strap-iron standards, and had eight sockets containing MAZDA C lamps on the rim. The wheel was belted to a one-eighth h. p. motor. The circuit was arranged so that each lamp flashed for one second. "It sold the lamps and I was well repaid for my work," says Mr. Lucas.

Demonstration Display Sells Hylos

THE attractive demonstration display case shown here is the latest sales help offered by the Economical Electric Lamp Division for boosting Hylo MAZDA lamps.

The case is of pressed steel, stands 11 inches wide and 15 inches high, is lithographed in eight colors and comes fitted with a connecting plug and six feet of cord. The socket is concealed from view and the lamp flashes automatically from 16 to 1 candle-power.

There is no mechanism to wind—the display requires no attention after once connected—a strong point in its favor. This attractive sales help is furnished free by the Economical Electric Lamp Division to all dealers who carry Hylo lamps in stock.



Digitized by Google

National MAZDAS Light Exposition

Dayton, Ohio, Products Boosted Under MAZDA Light in Big New Building



WITH the fine public spirit characteristic of Dayton's industrial leaders, the executives of the Dayton Engineering Laboratories Company (Delco) loaned their new seven-story factory building to the Greater Dayton Association for one week, for an exhibit of goods manufactured or sold in the city. The Exposition continued from January 14 to January 22 and was a huge success.

The illumination of the building was ideal for this affair, as it is for the factory, every one of the seven floors (a total area of 220,000 square feet) being lighted with National MAZDA C lamps. There are over 2500 sockets in the interior of the building and each one contains a 100-watt MAZDA C lamp, no other size being used. Mr. Thomas H. Harris, of the Post-Glover Electric Co., Buckeye agents, Cincinnati, handled the order for this immense installation.

The night photograph of the new Delco building shown above was taken with an exposure of only five minutes, says Mr. Chas. B. Gray, of the Buckeye Division, when ordinarily 15 to 20 minutes are required for night views. The quality of the MAZDA light made a long exposure unnecessary.

Deliver MAZDA Lamps by Parcel Post

DISTRIBUTORS of National MAZDA lamps in several cities have for some time delivered cartons of MAZDA lamps by parcel post. Delivery can thus be made at very little risk of breakage and at a very reasonable cost, if the cartons are properly packed. Also, the use of pre-cancelled stamps avoids the handling and pounding which accompanies stamp cancellation.

Delivery by parcel post is a boon to lamp distributors, especially in large cities. Ask the *Stimulator* for more detailed information regarding delivery by post.

Digitized by Google



PREPAREDNESS holds the headlines nowadays. Mr. C. Edward Fee, Manager, Sunbeam Division, New York, reports that all agents in the district of the Richmond, Va., Sunbeam office had their December 1915 sales reports in by Jan. 5, 1916. That's real co-operation.

The B-R Electric & Telephone Mfg. Company, agents for Brilliant MAZDA lamps in Kansas City, are distributing, monthly, an attractive house publication to their customers. The B-R Company thus aligns itself with several of the larger lamp agents who are building up business through constructive publicity.

The Strawn Electric Company, progressive Sunbeam lamp agents in Calexico, Calif., pulled off a novel advertising stunt on Valentine Day. They had printed several hundred cards, or "valentines," with a big red heart and some verses advising loving couples to brighten their homes with MAZDA lamps. Everybody in town found one of these valentines tied to the door knob on St. Valentine's Day in the morning.

A 500-watt lamp bulb, filled with iron filings, an iron coupling on the base, Bryan pictured on one side, Marsh on the other, formed the center of a MAZDA display that sold many lamps for the Superior Fixture Company, Des Moines, Iowa, reports Mr. Sam Furst, Manager of the Bryan-Marsh Kansas City office. The lamp was placed on a piece of frosted glass above a revolving magnet which caused it to travel in an irregular course about the glass. "Everyone recognized Bryan but no one knew who this fellow Marsh was, until told that he was Bryan's partner in the lamp business," says Mr. Furst.

Mr. B. H. Huffman, of the Muncie, Ind., Electric Light Company, which sells Fostoria lamps, and Mr. E. W. Bond, of the Kansas City Bryan-Marsh office, both report personal experience with the following excellent house-wiring plan. The contractor and central station should keep in close touch with the house-rental departments of real estate firms and newspapers. By getting a list of the unwired houses for rent and explaining to the owners that they will rent more easily and for more money if wired, the business will often be landed. A wired house brings from $2.00 to $5.00 more rent per month than an unwired house in the same locality and of the same quality. The Muncie Company keeps a list of wired houses that are for rent and runs ads in the newspapers stating this fact. The plan has also been tried successfully in Pittsfield, Mass.

Mr. C. E. Mouselle has joined the force of Sunbeam Boosters at Chicago headquarters.

The electric flag movement has spread like wildfire all over the country because of the general wave of patriotism and the energetic efforts of the electrical interests. Promoting the display of electric flags is a sure way to boost lamp sales—the smallest flag requires 94 lamps. The display of our flag is now advocated by everyone patriotically inclined, a fact that helps the electric flag business most wonderfully. At a recent meeting the Letter Carriers' Association adopted resolutions requesting relief from the postal laws forbidding the wearing of any insignia not in the uniform specifications, so that letter carriers might wear small flags on their coat lapels. Everybody is for the flag display. It helps business.

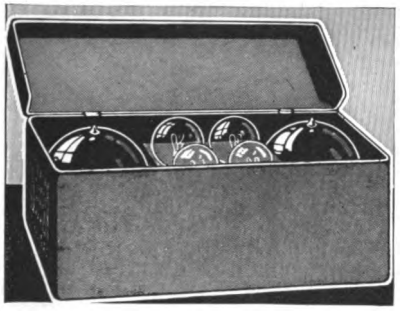
In parts of the wild and woolly west it is still the regulation thing for a town to spring up in the night. Such a place is Ollie, Mont., which claims the distinction of being the youngest town in the country to operate a commercial lighting plant. Ollie has made a proper start in life, being lighted throughout, at the age of ninety days, by Sunbeam MAZDA lamps, so Mr. J. E. Cameron informs us.

Digitized by Google



Prepare for Big Drive on New Auto Lamp Kit

IT has been conservatively figured out that American auto owners will buy 34,000,000 auto lamps during 1916. There is no reason why a big share of these lamps should not be National MAZDA auto lamps, sold in National Auto Lamp Kits.



The new Auto Lamp Kit, holding a complete set of two headlights, two side lights, a rear and an instrument lamp, is very much more compact than the old Kit. It can be conveniently carried in any car under the seat, in the side pockets or in the tool chest. It guards the six lamps from breakage and holds them ready to supply the motorist with a new lamp the minute an old one burns out, saving him the danger of accident or arrest that would result from driving a car only half lighted.

Car owners are quick to realize the convenience of the Auto Lamp Kit *when it is called to their attention.* As yet the Auto Lamp Kit has not been extensively advertised; car owners are, for the most part, unacquainted with it.

Beginning April 1, the Auto Lamp Kit is going to sell rapidly. Thousands of dollars are to be spent in a country-wide advertising campaign which will bring the Kit before the eyes of every auto owner. Space will be taken in the automobile trade papers and other publications. Dealer helps to tie up to this advertising will be supplied.

The Kit has been reduced in size to about two-thirds of its previous dimensions, and the new blue-and-white design is much more attractive than that on the old Kit or "Chest."

Lamp Kits may be obtained by National agents and customers, either filled or empty. If filled Kits are desired, they may be obtained by specifying the makes and models of cars for which they are intended. Empty Kits may be obtained from your lamp headquarters, to be filled from your own stock of lamps. The value of the empty Kit is 25 cents, and at least this amount should be added to the list value of the lamps when supplying car owners with lamps and Kit.

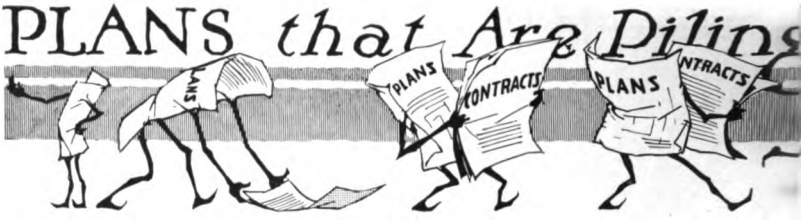
The best sales season of the year for auto lamps is from April 1 to June 1. An immense number of cars are overhauled and repaired during these months. Cars that have been stored for the winter are again put in commission. All of this means heightened lamp demand and an easy opportunity to sell six lamps in the Auto Lamp Kit where you would otherwise sell but one or two.

Keep in mind the Auto Lamp Kit and be ready to make the most of the new advertising crusade on it beginning April 1.

Miniature Lamp Cabinets

SALES of the MAZDA Auto and Flashlight Lamp Display Containers continue to increase. These Cartons, each with a selected stock of 100 lamps, are easy to sell to garages and merchants generally, and mean new distribution centers for which you can supply lamps. Spring sales of the selection will be large, as the demand for auto and flashlight lamps is then greatest. Why not get your share of this newest sales success?

Digitized by Google



LAST month we published a number of wiring campaign plans that are being successfully used by *Stimulator* readers. Since our last issue went to press, a number of bully ideas have been received, and we are giving a digest of them below. There never was a more timely time to boost for wiring business than right now—in the midst of "Wire-Your-Home" Month—when electrical societies, associations and periodicals are all pulling their hardest for the extension of electrical service.

In our previous issue we emphasized the *5 Essential Points of Any Thoroughly Successful Wiring Drive*, namely: (1) The List; (2) The Inducements; (3) General Publicity; (4) Direct-By-Mail Publicity; (5) The Canvass. The following symposium of ideas recently received will be taken up under the same five headings.

1. The List—G. A. Lowther, of the Sandusky, O., Gas & Electric Co., writes: "The first thing I would suggest for central stations desiring to increase lighting business is that they make a complete census of their territory, making cards for all premises showing location, owner's name, tenant's name and service at present used (whether gas, electricity or oil). This census should not be very expensive to compile, but must be kept up to date in order to be of use."

In our zeal for wiring existing buildings, let us not neglect to keep actively after parties who are erecting new buildings. The list of building permits issued by your local building inspector makes an ideal list for this purpose.

2. The Inducements—Most of our letters from house-wiring campaign experts emphasize the necessity of some definite co-operative arrangement between the central station and contractors, as a preliminary to any large campaign. Usually this arrangement includes the absolute standardization of wiring quotations, on a basis of so much per outlet, the prices being made as low as possible. Very often the price standardization extends to the fixtures, also. Uniform prices eliminate delays caused by the prospect's "shopping around" among different contractors, and, by giving the latter a sufficient margin of profit, tend to promote high quality and safety in the installations.

Charles B. Yonts, General Contract Agent for the Illinois Northern Utilities Company, is of the opinion that special offers should be made during the two dull periods, February-March, and July-August.

The more progressive banks are co-operating with central stations and contractors by discounting time-payment wiring contracts, loaning money to reputable contractors on the security of these contracts, the customers paying their installments direct to the bank. Such a plan is being worked in Cleveland by the Guardian Savings & Trust Company.

Jonathan Jones, Manager of the Forest City Electrical Supply Co., Forest City, Pa., writes: "We take our monthly-payment contracts to the bank, which discounts them. Customers pay to the bank. Incidentally, it is good publicity for the bank, for it brings in many new depositors each year."

"The lighting company in Quincy, Ill.," writes A. H. Dicks, of the Gem City Electric Co., "as an inducement gives the customer a year to pay for his wiring, or a 5% discount for cash. The customer can select his own contractor. Since these plans were adopted, wiring of old houses has increased wonderfully."

The Marquette County Gas & Electric Co., Ishpeming, Mich., helps local contractors reduce their costs by purchasing certain wiring materials in large quantities, stocking them, and charging them out to the con-

Digitized by Google



tractors at a nominal advance over cost.

Residences and stores of the poorer class add considerably, in the aggregate, to the central station's revenues, and cannot be overlooked in any complete campaign for the wiring of existing structures. Sometimes a special proposition for less prosperous prospects is advantageous. R. B. Howard, an electrical contractor of Hampton, Va., writes: "Our local central station has successfully featured a contract to wire five lights (open work) for $7.00, payable at $1.00 per month. There was an extra charge of 50 cents per light for concealing the wiring, and in almost every case this was done, with additional work such as switches, fixtures, etc."

The Inducement is merely "bait," but the prospect who swallows the bait usually swallows the hook and line also. This is illustrated by the experience of the Adams, Mass., Gas Light Co., which advertised the slogan "Wire Your Home for $15" in newspapers and on cards in store windows. The slogan meant they would wire to 3 outlets, hang 3 single-light pendants and connect meter for $15. It caught the people's attention too, for over 40 contracts were signed; but the remarkable thing is that all of these contracts, with one exception, were for *more* than $15.

3. General Publicity — Have you tried using a *coupon* in your newspaper advertisements? "In our city," writes R. B. Howard, already quoted, "there was a coupon in the daily papers for prospects to fill out and mail to the central station, whence prospects' names and addresses were forwarded to contractors. It took quite a force of men to hold the thing down."

An ad in the papers each spring, advising all children that an electric toy range will be given to the boy or girl who gets the most contracts for wiring old houses during April, May and June, is the form of general publicity favored by E. C. Edwards, of the Citizen's Light, Heat and Power Company, Canby, Minn.

As a sample of good house-wiring copy, we reproduce the following ad of the Illinois Northern Utilities Company:

To the Best People on Earth

ENLIST NOW

BEGINNING January 15th, 1916, we will make a reduction of 15% from our *regular house-wiring prices* for the *last* time, on account of the continual rise in price of wiring materials.

After March 15th, 1916, 15% will be added to our regular prices. By having your house wired **now** you will save 47½ cents per outlet, or 37% on the dollar.

A small payment down and the balance in two years for those whom this offer catches unprepared, or a 5% discount for

Preparedness

The general publicity used by the United Gas & Electric Fixture Company, New Albany, Ind., is thus outlined by L. M. Tellen: "We maintain a special window display, with cards calling attention to whatever particular inducement we are offering. We supplement this by special newspaper advertising and cards in all the street cars."

The Forest City Electrical Supply Company (above cited), puts on a general publicity campaign in the papers and through slides in the movies, whenever there is a fire caused by a gasoline or oil lamp explosion. Letters emphasizing the safety of electricity are sent direct by mail to all wiring prospects.

4. Direct-by-Mail Publicity —J. G. Menut, of the Claremont, N. H., Power Co., tells of a rather re-

(Continued on page 18)

Digitized by Google

Overcome This False Economy Idea

Teach Your Customers to Beware of Long-Lived Lamps

GOOD wearing qualities are to be desired of everything that the average individual buys, and the length of time an object will last is usually a good gauge of its value. This is true in the case of lamps, as far as quality is concerned, but long life does not indicate value as it does in the case of a suit of clothes or an automobile. Long life of MAZDA lamps means downright waste and loss, for it can be obtained only at a loss of efficiency, which results in loss to all interested in lamp production and operation.

The *Stimulator* receives many letters telling of the extreme long life of MAZDA lamps—intended to express and confirm faith in National Quality. Although the intention is appreciated, we know that each instance is only the record of a loss to the user of the lamp.

It is characteristic of MAZDA lamps that a variation in the voltage at which they are operated is accompanied by a variation in life, candle-power and wattage consumed. Long life can be gained only at a loss of candle-power. There is a point of balance between the life and efficiency of MAZDA lamps. The voltage rating is selected so that this balance will be maintained. If a lamp is operated at less than its rated voltage it cannot produce the light that it should.

Long life does not compensate for loss of light and waste of energy, as lamp users sometimes believe. Agents and central stations are doing their customers a favor whenever they advise against the use of long-lived lamps, for long life means under-voltage burning and the attendant loss of light. Not only the lamp user benefits by the operation of lamps at rated voltage, this also assures the consumption of the rated wattage—which is of interest to the central station—and the proper lamp life, in which the distributor is concerned.

It behooves every lamp distributor, whether agent or central station, to know what the actual voltage at the lamp socket is in all sections of the territory which is served, so that lamps of the correct voltage may be supplied.

The reasons against the false economy idea of under-voltage burning are well set forth in a letter by Mr. Irving H. Geiger, with Robt. Ross Jones, Engineer, Sterling agent, Harrisburg, Pa.: "A customer who uses lamps rated too high—for instance, 115-volt lamps on a 112 circuit—pays more for light than if his lamps were burned at rated voltage, though his lamps may last a little longer. Light costs more per candle-power from lamps burned under-voltage.

"A lighting company loses money when supplying lamps

(Continued on page 13)

Digitized by Google

Burnouts



A Couple of Good Lamp Stories

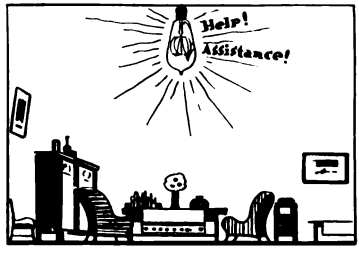
A NEW way of stimulating lamp sales, one which is sure to get results and yet requires very little effort on the part of the central station, has been discovered by an obscure genius in Kentucky. Unjust as it may seem, this brilliant youth was separated from his job because of his too-zealous attention to lamp sales.

To get down to the story, the night operator at the Barlow Light and Power Co., Barlow, Ky., became worried because Sunbeam lamp sales were not as great as he thought they should be. "Lamp sales is punk," quoth he. "We gotta sell some more and I'm the little guy that can do it." So, suiting the action to the word, he boosted up the voltage until the needle wrapped itself coyly around the stop. Pretty soon there was a long line of customers waiting to buy lamps, as a good share of the lamps in the town had given up the ghost, due to the high voltage. Eighty-three lamps were sold that evening,



but even this stroke of business was unable to save the operator when Mr. Stecker, superintendent of the plant, arrived in the morning.

ROBERT W. Nolan, of the Park Electric Co., Albany, N. Y., agents for Bryan-Marsh lamps, is authority for the following anecdote.



He does not state whether the story is fact or fiction, but as fact is stranger than fiction we are inclined to believe it is a true experience.

"An elderly woman come into an electric shop with a burned-out lamp and asked for a renewal. The clerk took the lamp and, getting under a light, saw that it was a geometric problem to trace the filament, so turning to the lady he said: 'You had this lamp burning in a large room?' The lady admitted the fact and added that the lamp went out suddenly. The clerk then asked her if it was the only lamp burning at that time. The reply was 'yes' and the clerk said: 'That accounts for the lamp going out. You tried to light a large room with a single lamp and the strain on the filament was too great. What you need is more lamps in that room.' It is rumored that instead of replacing a broken lamp, he sold her a whole carton full of new ones."

Overcome This False Economy Idea — (*Continued from page 12*)

with the voltage rating too high. For instance, a 115-volt lamp burned at 112 volts requires less than its rated wattage and gives less than its rated candle-power. Thus the revenue is cut and the lamp gives poorer light. Also the lamp seller, whether central station or agent, is selling an inferior lamp."

Digitized by Google



WHAT is the most costly thing you handle in your store? Don't think of the highest priced goods, for that answer is wrong.

The most costly thing you have anything to do with is *time*—minutes, hours, days, weeks and months.

Suppose your average expense is 20% of the sales. Suppose you buy a flying machine for $5,000 and sell it for $10,000. Will you make a profit over your 20% expense?

Assume it is five years before you sell it.

Expenses are 20% for each one of the five years, or 100% for the period. You have used up the whole $10,000 you got for it, and are out the $5,000 you paid originally.

All because of the *time* it took to turn the investment into money again.

Had you bought, instead of a flying machine, $5,000 worth of merchandise that would sell, in one year's time, for $7,000. If expenses were still 20%, or $1,400, the profit would be only $600. But if you sold this amount over ten times in a year, you would get $6,000 profit out of it.

Thus speeding up the time increases the real profit, even though the margin be much smaller.

Therein appears the surest way to work out a profit when the cost of goods and selling price are pretty firmly fixed by causes beyond our control.

This kind of merchandizing cannot be done by guesswork. The dealer must carry just enough stock to take care of the trade and still not be left with goods on his shelves. Carrying surplus stock ties up capital and increases operating expenses beyond what they should be. As one merchant says, "Goods cost more, and are worth less, every day they remain in the store."

This is true of goods on consignment as well as lines for which you have paid cash. Even though you have no capital tied up in consignment goods, it is costing you money to carry them—hence, your profit is greater if you can make them move rapidly. By pushing consignment goods, your profit is almost clear "velvet" for you are doing business on the manufacturer's capital. On the other hand, the longer these goods remain in stock, the less profitable they are—they are tying up more and more of your money in overhead expenses.

It is self-evident that a merchant cannot decide intelligently what quantity of a certain article he can sell in a given time, unless he knows how many sales of the same or similar articles he has made *at a profit* during a corresponding time in the past.

Accurate records are the only answer to the problem of successful buying—records of sales and the amount of goods on hand that will prevent buying year after year with no real information as to what can be sold or the present condition of the stock.

Time is money. Make time work for you, and increase your profits by shortening the length of the period your goods remain on your shelves.

Digitized by Google

Dr. Hyde Lectures at Colleges

National Organization Includes Foremost Scientific Institution

DR. E. P. Hyde, Director of Nela Research Laboratory, Nela Park, at the request of scientific organizations and faculty members, recently delivered lectures on "The Modern Attack on the Lighting Problem" at a number of the leading universities of the middle west. The schools visited included the Universities of Chicago, Minnesota, Nebraska, Iowa, Illinois, Michigan, Ohio State, Purdue University, Iowa State College, Oberlin College and Case School of Applied Science.

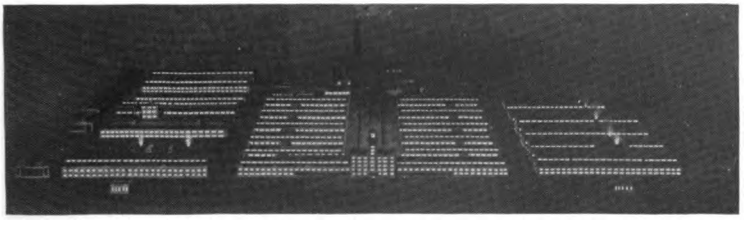
Nela Research Laboratory is among the foremost institutions in the world in the study of light, its production and properties. Dr. Hyde, the Director, is recognized in this country and abroad as a leader in the world of science.

Although the scientific problems connected with the development of theories, and investigations pertaining to lamps and light, are usually not of immediate interest to distributors of National MAZDA lamps, the knowledge that an institution of the standing of Nela Research Laboratory is a part of the National Lamp Works, can only increase confidence in the entire organization and its product.

MAZDA C Lamps Fill Sockets in Mammoth Plant

FIFTEEN thousand sockets filled with National Quality MAZDA C lamps is one testimonial to the modernness of the mammoth new plant of the Crane Company, Chicago. Over 5000 of the sockets in this plant are filled with MAZDA C lamps of the 100-watt size, says Mr. H. C. Olmstead, Sunbeam Specialist, Chicago, who handled the business.

Although many classes of work are done in this plant, fully 95% of the lighting is of the general, or overhead variety. The total cost of the plant is in the neighborhood of $12,000,000, and the buildings, if placed end to end, would extend a distance of 3½ miles. The electrical work was installed by the L. K. Comstock Company, Chicago, under the supervision of Mr. H. S. Stewart, Electrical Engineer for the Crane Company.



Aeroplane View of the New Crane Company Plant, Chicago, Illuminated With Fifteen Thousand National Quality MAZDA C Lamps

Digitized by Google

GRASP THIS BIG







Digitized by Google

OFFER QUICK—*Zim*

WE have 150 National MAZDA Lithograph Cut-outs of the three attractive designs shown on the opposite page, 50 of each design. These cut-outs are lithographed in colors—they are designs that make excellent centerpieces for window trims. Their value is $3.00 each when purchased in quantities.

We will give these 150 cut-outs to 150 distributors of National MAZDA lamps whose requests bear a post mark not later than six (6) days after this *Stimulator* was mailed.

If more than 150 requests postmarked within the time limit are received, all such requests will be placed in a box and the first 150 drawn out will receive the cut-outs. Quick action counts! Don't lose a minute; tear off the coupon and mail it at once if you want a three-dollar piece of display material for the asking!

Another Reason for Quick Action

THIS is "Wire Your Home" Month. The entire electrical industry is concentrating upon house-wiring business and the sale of lamps and appliances. An attractive cut-out window display that can be used by any dealer, contractor or central station has been prepared by the Society for Electrical Development to help you boost business during this period. It is designed without reference to any specific brand of goods. It's something that ties you up with "Wire Your Home" Month—and its free.

"Wire Your Home" Month has just begun and we will get one of these cut-outs to you right away if you send us your order at once. Mark the square on the coupon and mail it *now*!

Note—You are elegible to receive one of these cut-outs whether or not you get one of the 150 specials offered above.

National Mazda Stimulator,
Nela Park, Cleveland, Ohio

☐ I want and will use a "Wire Your Home" Cut-out Window Display, described in the April *Stimulator*. (I understand the "Wire Your Home" display is being paid for by the Division whose lamps I handle.)

☐ I want and will use one of the 150 Special Lithograph Cut-outs offered in the April *Stimulator*. I prefer No._____, but will accept any one of them.

(*Important*)
We handle
_____Brand
MAZDA Lamps.

Name _____

*Company*_____

*Address*_____

Digitized by Google

markable 30-days' campaign in Springfield, Vt. Once a week a letter was sent to a list of 100 wiring prospects, each letter carrying some advertising piece supplied by the lamp manufacturer. The letters were bolstered by ads in the weekly paper and slides in the picture shows, but no canvassing was done except to follow up inquiries. Even with this handicap, and in the face of strong gas competition, 45 new customers, mostly from the prospect list, were connected within 6 months.

Our most recent booklet boosting electric service is CS-243, "The Way to Better Light." CS-203, "Brighten Up the Old Home," has proved its popularity. The Commercial Section of the National Electric Light Association, New York, publishes "Home Thoughts Electric"—a pictorial booklet carrying Thos. A. Edison's autographed endorsement of electric service.

5. The Canvass—"How much business would the insurance companies get if they did not employ agents?" asks G. A. Lowther, Sandusky, O., new-business man. "I believe that many more solicitors ought to be employed by some central stations."

In Bridgewater, Mass., according to M. A. Godwin, the contractors call on prospects in conjunction with the local central station solicitors. In their sales talk they emphasize the low cost of lighting with MAZDA lamps, so that the cost of service is not a burden, even when the monthly payments on the wiring are counted in.

A unique and very successful canvass was conducted by the Public Service Company of Northern Illinois, under the direction of F. H. Scheel. Salesmen were sent out to *canvass unwired houses for electric flat-irons!* When the householder said "My house is not wired," the salesmen affected great surprise, and replied, "Why, why not? It doesn't cost much," and promptly submitted a complete proposition. More than 700 contracts were secured.

It is the policy of the Middle West Utilities Co., Chicago, according to S. G. Vigo, to encourage its own employees, whether or not in the Commercial Department, to solicit prospective customers, both during working hours and otherwise, but of course without neglect of the employees' regular duties.

Cleland & Hanson, of Cottonwood, Minn., have a gem of an idea for a "clincher" to the canvass. The prospect is told that the wiring will cause practically no dirt or muss, but in order to leave the premises even tidier than ever, the customer will be allowed the free use of a vacuum cleaner to clean up the house after the company has wired it.

Sudden Death of Buckeye Salesman



Mr. C. W. Cowman

THE news of the death of Mr. C. W. Cowman, Buckeye salesman, comes as a shock to all who knew him personally or through his work. Mr. Cowman failed to rally after an operation for appendicitis and died suddenly on Tuesday morning, February 29th.

Mr. Cowman, whose home was in Marietta, Ohio, was a successful and highly esteemed member of the Buckeye sales force for about ten years, working most of the time in Pittsburgh territory. The surviving members of the late Mr. Cowman's family are Mrs. Cowman and two small children, a boy and a girl, to whom we extend our deepest sympathy.

Digitized by Google

Unconventional Portraits of Stimulator Correspondents *D. E. Vaughan*



'TISN'T every *Stimulator* correspondent who gets a De luxe edition on his birthday; only one is thus favored—David Even Vaughan, hereinafter known as Dave, Assistant General Manager, Brilliant Electric Division.

A look at the back of last month's *Stimulator* will tell you that this number was announced on March 20—well, that's Dave's birthday! Just 43 years ago (no, he doesn't look it, but we have it on good authority) on this date Dave first saw light in England. Before we forget—while Dave was attending school in England his teacher presented him with a book, "Power of Kindness," for regular attendance and good behavior. However, that was at an early age, for when 15 his desire for a practical course in geography culminated in a trip to the U. S. A. With the spirit of a true explorer he penetrated into the interior as far as Massillon, Ohio. Later he moved to Shelby, Ohio, with his family, Mrs. Vaughan and their son.

Here Dave joined the forces of the National factory, and later transferred to the Cleveland MAZDA Lamp Division.

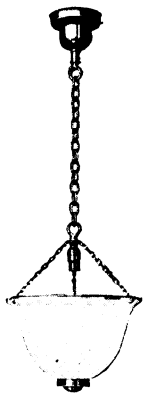
So you see, though Dave's chief object in life now is selling MAZDA lamps, he knows from experience how they're made.

Just one more thing; Dave has an excellent tenor voice and he's generous with it to the great delight of his friends. We know, for we've heard it.

Digitized by Google

Diffused Illumination

For Offices, Schools, Drafting Rooms and Wherever Brilliant Light is Needed



Brilliant light to the farthest corners is the result obtained with "*Regent*" Semi-Indirect Bowls.

The light rays directed upward, spread over a wide ceiling area, thence deflected downward in a soft illumination most grateful to the eye. The bowl glows with a pleasing radiance, yet completely hides the lamp. No. 3031 x 14 Sudan bowl, (shown here) with 200-watt clear MAZDA C lamp and No. 0738 holder, is a favorite.

We will gladly answer inquiries and furnish engineering data upon request.

IVANHOE-REGENT WORKS

Of General Electric Company

Main Office, Cleveland **Branches in Principal Cities**

This Stimulator Gives Many

plans for building up the wiring business. Most of them are reports from *Stimulator* readers who told us about their successful methods of getting this business so that we could tell others. That's co-operation. These people feel better because they have helped—then too, they each get a very nice gold-filled watch fob as a remembrance of the occasion.

It is the business of the *Stimulator* to help you sell lamps, and to help you learn the best methods used by others in increasing their lamp business. We serve as a clearing house for lamp-selling ideas—and confer the badge of merit, an elegant National MAZDA Watch Fob, on the author of each idea published.

Jot down the essential facts about your own pet lamp-selling plan and mail it to us. It may be just what someone far away is looking for. Remember, if we print it you get one of the fobs as an acknowledgment. *Address:*

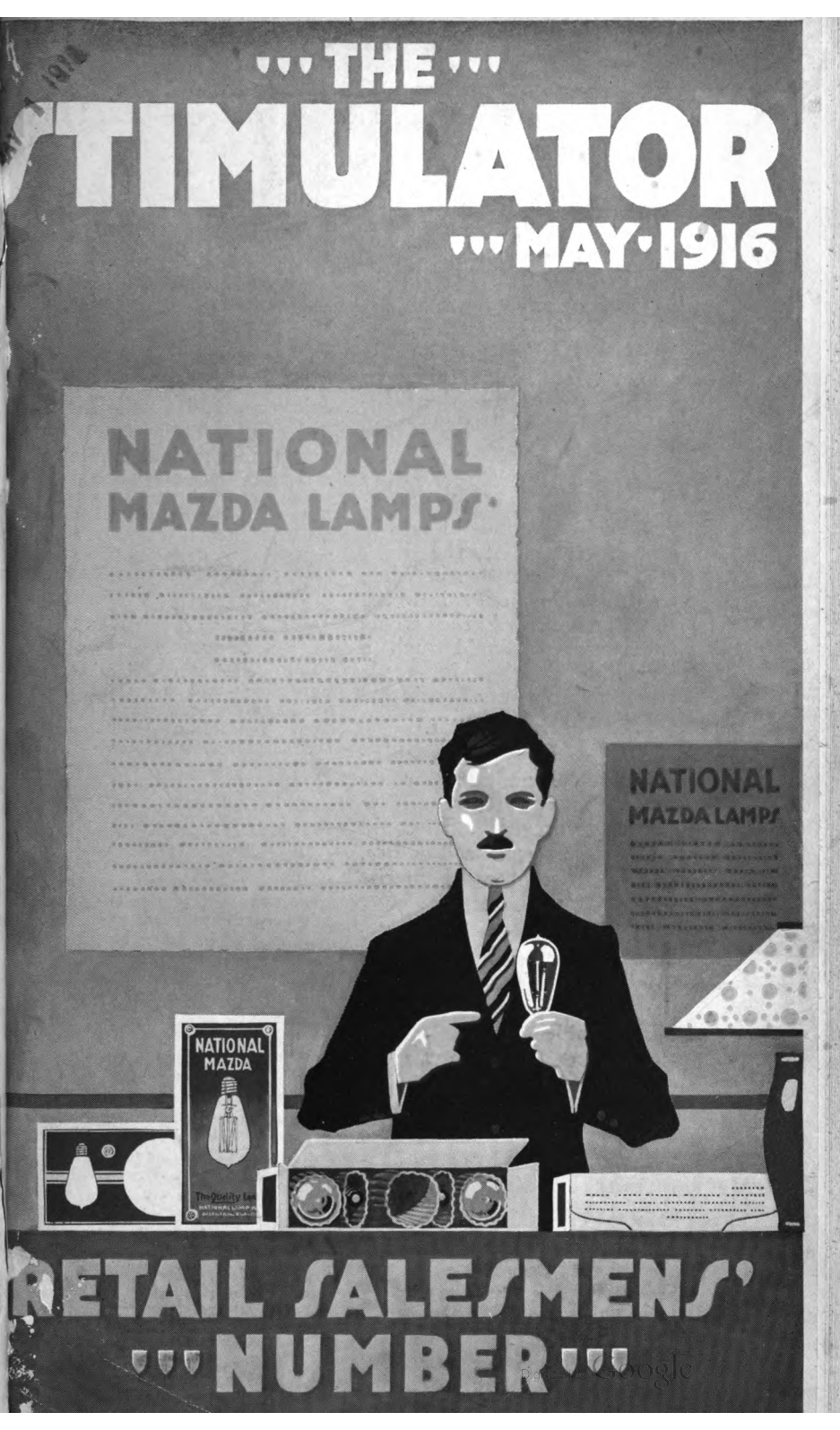
NATIONAL MAZDA STIMULATOR

NELA PARK **871242** **CLEVELAND**

Published by National Lamp Works of General Electric Company
Member of Society for Electrical Development—"Do It Electrically"

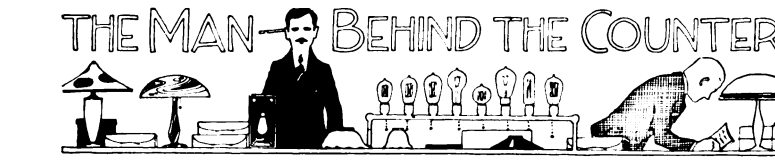
Digitized by Google

··· THE ···
STIMULATOR
··· MAY · 1916



RETAIL SALESMENS'
··· NUMBER ···

Digitized by Google



THE Man Behind the Counter may not receive as much glory as the Man Behind the Gun; nevertheless he is doing his share, and a big one, towards enlightening the world. This issue of the *Stimulator* is inscribed to the Man Behind the Counter.

An automatic vending machine could undoubtedly be developed that would release lamps, hand out the right change to the customer when he drops his money into the slot, and record the whole transaction. Would such a machine put the high-grade store salesman out of business?

Most certainly not.

The best vending machine conceivable could never do the work that the alert counter salesman does, for it could never give specialized *advice*, nor exercise the *persuasive powers* of the salesman.

On the other hand, the best salesman in existence would make a mighty poor vending machine. The greater his possibilities as a salesman, the more criminal the waste if he allows himself to shrink into a mere order-taker, doing only that work which could be done more efficiently by an apparatus that needs no sleep, food or clothing. A man can sink, sometimes, almost to the level of a machine, but a machine can never rise to the level of a salesman.

A position behind the counter is a big one if the man who holds it is big and growing.

When we stop growing we wither at the top.

The contrast between a salesman and a vending machine emphasizes that the actual mechanical exchanging of lamps for money is the least of the salesman's duties—a mere detail. His real job is to get at the customers' needs and to see that they are supplied—completely, correctly. The proper *voltage;* the proper *wattage;* the proper *quantity* of lamps; he must not only ascertain these things himself, but he must *make the customer want them.*

An efficient combination for a busy store would be a salesman and a vending machine, working in conjunction. The salesman would first be sure that the show window was attractive; he would wait on each customer, talk with him about his lamp needs, make out a list of the lamps he should have and then direct him to the machine where he drops in his money and receives his cartons and change, while the salesman waits on the next customer. We mention the machine, not because we think there is any likelihood of its being invented, but to show how much bigger a man's job is than that of any automaton.

If a machine in a big store could vend $400 worth of lamps per year, unaided, the addition of a red-blooded inside salesman ought to bring the sales up to $4000. We say this because we know of individual salesmen with some of our larger distributors, who have sold as high as $4000 worth of lamps across the counter in a year. Other good men, in smaller stores, are doing as well proportionately.

You, undoubtedly, have put *your* job far and away above the machine class. The article on pages 12 and 13 of this issue may help you hoist it still higher.

Digitized by Google

National Mazda Stimulator

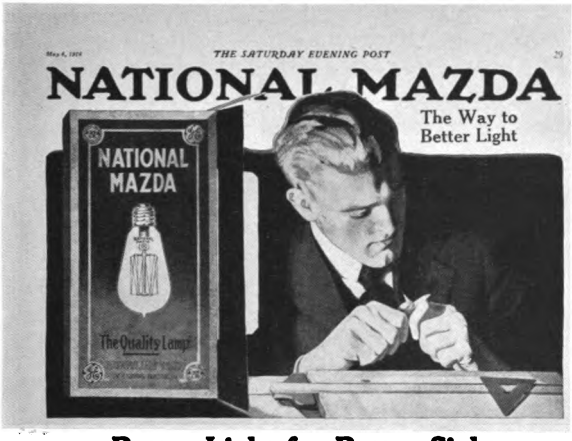
A Publication with a Purpose—To Promote Your Lighting Profits

Distributing Office: Nela Park, Cleveland. Other Offices: All National Quality Divisions. One Dollar per Year. Gratis to all Concerned in the Promotion of National Quality Products

VOLUME IV | MAY, 1916 | NUMBER 9

CO-OPERATION ·:· PROGRESS ·:· QUALITY





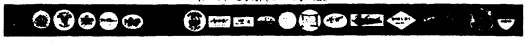
Better Light for Better Sight

Why have one standard of lighting for office and shop, and a different standard at home? At your work you insist upon good light—the white, steady light of NATIONAL MAZDAS.

You make the choice for the sake of your eyes—and no less, for the sake of your pocketbook. NATIONAL MAZDAS give three times the light, and add not a cent to the light bill. In factories, offices, stores, at first wherever they've studied their light costs—there you will find NATIONAL MAZDAS.

The reasons apply as strongly at home! For better light and better sight, equip with NATIONAL MAZDAS—not merely in the most-used rooms, but in every socket in every room! If one NATIONAL MAZDA is an economy, a houseful is many times more so. Buy them five at a time in the Blue Convenience Carton, wherever you see the carton displayed in the store windows.

NATIONAL LAMP WORKS
of GENERAL ELECTRIC CO.
21 Nela Park Cleveland, Ohio



Our Saturday Evening Post Page for May 6

Be Sure to Use the Jumbo Carton, Lantern Slide and Newspaper Ad Tie-ups We Offer You With This *Post* Page. Opportunity to Order Them Has Come by Separate Mail. Make Use of It

Digitized by Google

Central Station Pointers

MR. W. J. Berger, a meter reader for the Medford, Okla., Water, Light and Power Plant, contributes the following:

"When I go around to read meters, I take along one or two Sunbeam MAZDA lamps and show the people how much better light they make than the old carbon lamps. I explain that they can have *better light at less cost* by using MAZDAS. This takes a little extra time, yet the increase in sales shows it to be a paying proposition."

That Mr. Berger has the right idea is confirmed by a letter from Joseph F. Chamberlain, the well-known Bryan-Marsh man:

"What can be done to fill the 5,000,000 empty sockets in this country? I'll tell you my plan. *When a central station man goes out to read meters he should carry an assortment of demonstration lamps with him.* Many orders for lamps can thus be secured, and turned over to the local agents to be filled unless it is the station's policy to supply them directly.

"I suggested to Superintendent Brown, of Huron, S. D., that his meter readers carry lamps. When I called on him two months later, he thanked me, saying he was surprised to find how many empty sockets there were in town. He went one better and gave his meter readers 5 per cent on all lamps they placed. There may be instances where duties required of meter readers are such that carrying a number of lamps would be too great an additional burden. In such cases the meter readers can make notes of the empty sockets in residences and business places and take orders for lamps to be delivered by the regular delivery service.

"I haven't a doubt but that if you go through the offices at Nela Park and ask the men whether there are empty sockets in their homes, 50 per cent of them will admit that there are."

This last thrust evidently came from a "guilty conscience"—a meter reader should be sent to Mr. Chamberlain's home at once. But the idea is a good one. How many central stations are using it?

Standardized Fixture Boosts Industrial Lighting

THE Commonwealth Edison Company, Chicago, according to Mr. O. R. Hogue, Head Lighting Agent, also Secretary of the Lighting Sales Bureau, N. E. L. A., has been conducting a very successful campaign for the lighting of industrial establishments in that city. An interesting feature of the campaign, and one that is of utmost importance in getting industrial business, is that a thorough investigation of the various reflectors on the market was made, and *one definite reflector-unit* was standardized and pushed.

The adoption of a standard unit makes it easy to remember

Digitized by Google

prices; it simplifies illumination calculations; it puts industrial lighting on a merchandising basis; it helps the salesman to close the deal. Previous campaigns on lighting units have shown that specializing on one unit at a time develops the salesmen's enthusiasm to the highest pitch and therefore increases the volume of sales and the profits. Follow the successful Chicago precedent, standardize on some one thoroughly reliable MAZDA C industrial lighting fixture, and then push it hard.

ONE of the problems of every large central station is how to give reasonably prompt clerical service—when a number of customers come into the office and wait for duplicates of their bills, meter readings, or other information on file in the Accounting Department. The problem has been solved very successfully by the Cleveland Electric Illuminating Company, Buckeye customer. Referring to the illustration, here is the way it works out: Mary Smith, consumer, who requires a duplicate bill, is told to take Number 6, let us say, and watch the numbered signal board, bearing numbers from 1 to 16, until her number flashes up. The desk man throws over Key No. 6 on his desk set, causing small, white signal lamp No. 6 to light, not only on his set but on the two duplicate sets used by other clerks in the same large room. At the same time a white signal lamp No. 6 lights upstairs in the Billing Department. When the billing clerk receives, through pneumatic tube, slip bearing No. 6 and the customer's name, he makes out duplicate bill, sends it down, and presses his own switch No. 6, causing 6 to light up on the large board downstairs and also lighting a red lamp on each of the three duplicate clerks' sets. Mary Smith sees 6 light on the large board, and claims her bill. The clerk delivers it, and throws his key No. 6 to neutral position, clearing the number from the board. The whole transaction is quiet, visible, and as speedy as could be desired. The system was designed under the supervision of Mr. J. T. Kermode, manager of the Company's Service Department.



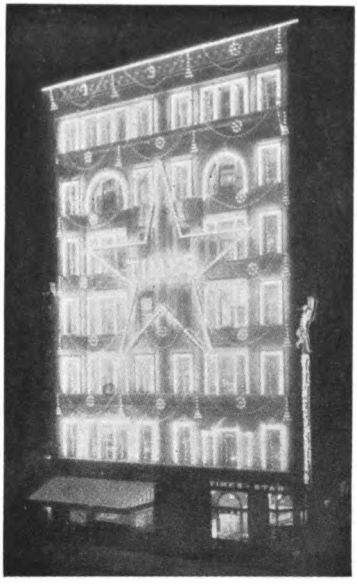
Illuminated Board that Silently Tells Waiting Customers When Duplicate Bills Are Ready

Digitized by Google

Lamped Signs Mean Better Business

Outline Lighting Also a Profitable Field for the Lamp Merchant

THAT "dead" electric signs are a decided disfigurement to a street, and that the issuance of a sign permit is a contract between the merchant and the city, which entitles the city to the full benefit of the light an electric sign produces, is the opinion of members of the City Council of Baltimore. Action by the City Council, in which the central station had no part, compels sign owners to burn signs from dusk until 11 o'clock every night.



An Installation Like This Means a Large Lamp Order. Boost Outline Lighting

Many are inclined to agree with the councilmen who claim that "dead" signs are undesirable and that steps should be taken to restore them to service. It has been noticed that few electric signs are "dead" because the owner is stingy with current. More frequently the reason is that lamps have burned out or broken and have not been replaced because of carelessness. A partly-burning sign is even more unsightly and of hardly more advertising value than a "dead" one. Signs that have not been kept bright with an occasional coat of paint are also a menace to the good appearance of a street.

The following story, which relates how a central station's new business manager revived the neglected signs in a thriving western city points out an opportunity for lamp sales and the method of going after them. By arrangement with the central station's new business manager a sign painter called on the merchants whose signs were not in operation and advised them that their signs should be lighted as well as painted.

Invariably the sign owners called the central station sales manager to learn what would be the cost of putting new lamps in their signs and placing them in operating condition. Following up these calls, the central station man backed up the painter's argument by advising the sign owner at least to paint the sign. He also pointed out that the sign would be more effective if it were lighted, but insisted that first it should be painted. In turn, the painter, when he had painted a sign, urged the owner to buy some new lamps for the sign.

The upshot of this co-operative campaign was that every "dead" sign in the city was revived.

Every "dead" or dingy sign is a challenge that no lamp merchant should pass up. Try the co-operation plan and help brighten the city while you are building business.

When a business institution of the first order spends a round sum of money for something special, it is a safe conclusion that the proposition is a good one. Our faith in the decorative value of outline lighting and its advisability for feature advertising is therefore enchanced by such notable installations as that made on the Cincinnati Times-Star building by the aggressive newspaper organization which occupies it.

The building was decorated for Electrical Prosperity Week. A sum in excess of $5000 was spent for the

(Continued on page 8)

Digitized by Google

Tennis Invites MAZDA C Sales

Opportunities Best When Courts are Being Prepared for Summer Season

"OPPORTUNITY knocks but once," said a wise man, but that was before the time of the sage who claimed that persistence wins. Opportunity does come back, and strong, too; here's the proof. The tennis season is here. Tennis at night is more popular now than ever before and its popularity will increase as the season progresses.

This means that courts will be lighted and lamps will be necessary—many of them, for each court requires from 4 to 12 high-wattage MAZDA C lamps, depending upon the lighting system employed. Experts declare that courts lighted with MAZDA C lamps permit very fast play at night, and that conditions for the enjoyment of the game are even better then than by day, because of the more comfortable temperature in the evening.

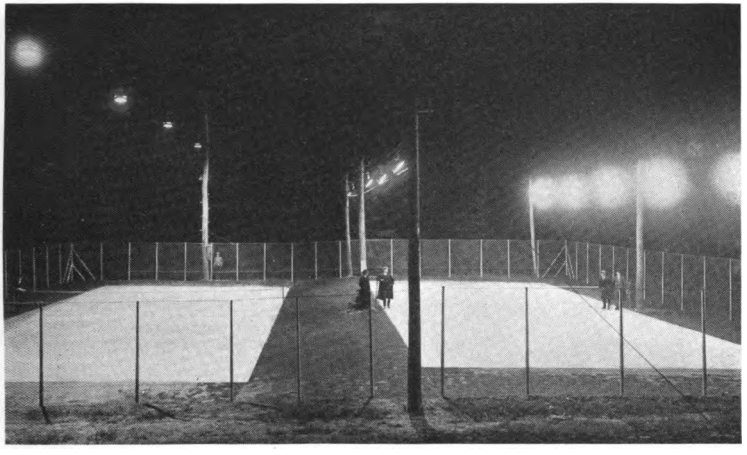
We quote from the Louisville, Ky., Times which comments very favorably upon the lighting of Louisville Municipal Tennis Courts, where the lighting system was installed by the H. C. Tafel Electric Co., Bryan-Marsh Louisville agents.

"If the opinion of four of the highest-class tennis players of Louisville, who last night tested the city's first electric-lighted tennis court, counts for anything the Board of Park Commissioners will make a popular move if it establishes a good many of these electric-lighted courts in the public parks.

"To the spectators it appeared that the players were having virtually no difficulty in keeping their eyes on the ball. Frequently it swept the net perhaps a dozen times before an error or an ace gave one side or the other a point. And the service, stroking, volleying and smashing were apparently as fast as in broad daylight. To all appearances there can be no question of the popularity of tennis by night among devotees of the game."

Complete directions for the installation of two different lighting systems for courts, with estimates of costs and other details, are contained in Bulletin No. 24, "Outdoor Tennis Court Lighting," prepared by National engineers who know the subject thoroughly. The *Stimulator* will send you a copy of this bulletin free upon request.

The opportunity is here, the proposition is an excellent one, the tools are in your hands, now is the time to give night tennis and MAZDA C sales a boost!



Illuminated Tennis Courts, Gwynns Falls Park, Baltimore, Md. Note Two Systems of Illumination. Court on Left Lighted with Four 1000-watt MAZDA C lamps; Court on Right has Twelve 400-watt MAZDA C Lamps. Right Court Seems Favorite with Night Players. Installation Made by W. H. Pindell, Jr., Sterling Division, and Crook-Kries Co., Baltimore

Digitized by Google

Big Profit in MAZDA Auto Lamp Kit

An Opportunity to Boost Business
How We Will Help Your Sales

SPRING months are auto lamp months. New auto lamps are needed for many cars and the new National MAZDA Auto Lamp Kit is now ready to help you make sales to every car owner.

The New National MAZDA Auto Lamp Kit

The new Auto Lamp Kit holds six lamps—a complete set of headlight, side, rear and instrument lamps for all cars. The kit is so small that it can easily be carried on any machine and it appeals to the motorist because he can instantly replace any burned-out lamp on his car, no matter when or where the burnout occurs.

There are eight standard lamp kit assortments, covering practically all cars which are equipped with 3- or 6-cell storage battery lighting outfits using regular 6-8- and 12-16-volt lamps, respectively. These lamp kits, each labeled with its assortment number and list of lamps contained, are now ready for shipment. Your order will bring them immediately. Special lamp kits to fit cars not covered by the eight standard assortments are always procurable on order simply by stating the year, make and model of the machine.

National Advertising on the Kit

During the months of May, June and July you will see the Auto Lamp Kit advertised in double-page color spreads in all the leading auto and hardware trade papers such as *Motor Age*, *Automobile Trade Journal*, *Motor World*, *and Hardware Age*. These ads will create interest among car owners and in the trade generally. This advertising will be followed by letters and printed matter sent to most of the garages and auto accessory dealers in the country to help drive the proposition home.

Your Chance for Profit

We expect you to turn this advertising into dividends for both yourself and us through increased auto lamp sales. If you are an agent for MAZDA auto lamps you can sell the auto kit and lamps to garages and auto accessory dealers at a big profit. If you are an agent for large lamps, or a customer, you can purchase lamp kits and MAZDA auto lamps in lots and re-sell them to garages, dealers or direct to car owners at a substantial profit. Window display material, newspaper ads and lantern slides for moving picture theatre advertising will be supplied to you in order to stimulate your sales.

We suggest the selected stock of 100 National MAZDA auto lamps and display cabinet as an additional means of boosting auto lamp sales. You can get this cabinet and stock of fast-selling lamps for $15.93; the lamps alone at list price are worth $24.50. The cabinet covers 90 per cent of the lamp requirements for all cars and you can fill six of the eight standard lamp kit assortments from this stock.

Make money on this new sales drive. Prepare for it now by ordering lamps and lamp kits from your Lamp Sales Division today.

Lamped Signs Mean Better Business — *(Continued from page 6)*

lighting. Over 3200 National MAZDA lamps, many of them natural colors, were used. Mr. Wm. G. Reuter, Banner agent at Cincinnati, did the electrical work and landed the installation with the co-operation of Mr. I. E. Christman, Banner representative.

Outline lighting has a definite field that offers plenty of opportunity for development. There is no branch of lighting that requires a greater number of lamps per installation. Outline lighting serves to define lines and architectural detail at night where no other illumination will accomplish the result. This is a good point to bear in mind.

Digitized by Google

What Often Happens in Ten Hours

A Day With a Retail Lamp Salesman
You May Smile Whenever You Wish



Digitized by Google

MAZDA Lamps for Service and Beauty

Utility and Art Combined in Lighting of New Cleveland Gas Building

ONE favorable claim often made for MAZDA lamps is their adaptability to decorative uses, without the loss of utility, as is seen in the many



New Home of East Ohio Gas Co., Very Effectively Lighted.

serviceable and decorative installations of outline lighting on buildings, bridges and summer amusement places. This claim is also justified in the interior lighting of the new East Ohio Gas Building, Cleveland, which was recently completed.

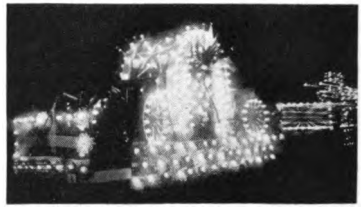
This structure may be termed a show building, for both the interior and the exterior are designed to appeal to the artistic sense.

The wide variety of MAZDA lamps available enabled the engineers to procure a truly remarkable effect in lighting the new home of Cleveland's Gas Company. Over 1600 Sunbeam MAZDA lamps, supplied through former Sunbeam Booster L. D. Collins, of Cleveland, are used, including all but two sizes from the 25-watt to the 500-watt size. A ceiling of crystal glass serves as a natural skylight for the center area by day, and as a MAZDA skylight by night. The interior decorations are greatly enhanced by the lighting.

Mr. Bassett Jones, Illuminating Engineer, associated with Mr. Henry C. Meyer, Consulting Engineer, New York, planned the illumination of the building.

In foreign lands the MAZDA lamp is recognized as a useful medium for decoration and illumination on special occasions. In far Japan events of note are often celebrated by public parades.

As an instance, the Japanese victory at Tsing Tau was celebrated in Tokio by a wonderful procession of tram cars, decorated with MAZDA lamps which outlined the cars and the figures they carried. The illustration here shows



MAZDA Outlined Tram Car in Parade, Celebrating Victory, Tokio, Japan

one of the cars decorated with a large horse shoe. Such installations are assurances of the reliability and adaptability of MAZDA lamps.

Digitized by Google

What's New in the Lighting World

New 75-Watt MAZDA C and 50-Watt MAZDA B Lamps Announced. Also New Apparatus

The New 75-Watt MAZDA C Lamp

A NOTABLE addition to the present line of gas-filled incandescent lamps will be made May 1, when the 75-watt National MAZDA C lamp, listing at 65 cents, packed in five-lamp, blue convenience cartons, will be placed on the market.

The 75-watt lamp has a limitless field in commercial lighting and will replace either the 60-watt MAZDA B or the old 100-watt MAZDA B (i. e., vacuum) lamp, giving a much whiter light than either. Another great 75-watt field will be in indirect fixtures, for home lighting.

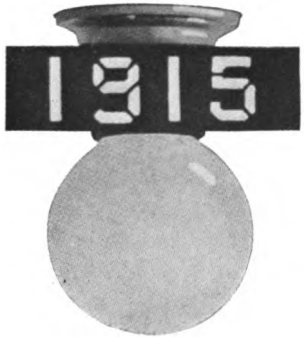
Start now and set your own quota for 75-watt MAZDA C sales. Watch for some up-to-date plans for pushing this lamp, by L. D. Scanlan, of the Wesco Supply Co., and others, in our next issue.

The New 50-Watt MAZDA B Lamp

THE 50-watt National MAZDA lamp, listing at 28 cents, has been standardized as of April 1. Like the 75-watt MAZDA C lamp, the 50-watt MAZDA B lamp will be packed in five-lamp cartons. For customers who are still using 50-watt *Gem* lamps, this new MAZDA lamp ought to be the answer.

Makes House Numbers Readable at Night

THE patented Whitlock Illuminated Porch Number, here illustrated, will undoubtedly reduce profanity by eliminating the remarks one usually makes after two or three attempts to locate an unfamiliar street address in the dark. The device is simple, readily attached to the ordinary porch light and shows the number in bright, clear-cut figures. This useful product is being marketed by the Western Electric Company, Inc.



Chicago Has Largest Electric Flag

THE Federal Sign System, Chicago, has installed on the roof of the Commonwealth Edison Company's Market Street Building, Chicago, what is probably the largest electric flag in the world. The flag is 56 feet in length and 54 feet in height. Each star measures 2 feet across.

Digitized by Google

"JOHN, how much does the average customer know about electrical goods, appliances, devices, lamps, etc?" John, the head retail salesman at Blake and Smith's electric shop, registered interest in his expression and by the startled jerk with which he straightened up after recovering a carton of National MAZDA lamps that had fallen to the floor, uninjured. "That very question has been in my mind for some time," said John. "In fact, when I first graduated into this job and began meeting customers face to face, it occured to me that many of them had little intimate knowledge of electrical goods, even the things that are most generally used in the modern household, as lamps, toasters and irons.

"I mentioned this to the manager and he suggested that perhaps it would be a good idea for all of the salesmen in this shop to try to teach customers about the goods we handle.

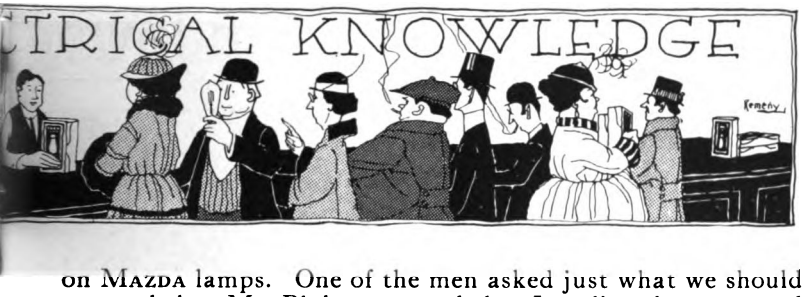
"That was a fine idea, I thought and, and"—"Yes, John," I interrupted, for John was slightly embarrassed because of mentioning his part in this plan, "Mr. Blake told me that you spread the idea among the other salesmen and got them interested in building up sales by letting customers know that they are willing and anxious to help them understand electrical devices and their operation. That is why I came to you to find out about how well-versed people in general are in regard to electrical goods."

"Well," continued John, "I've often noticed that women know all about the latest styles and that men can quote Ty Cobb's batting average for any season, but when it comes to describing something electrical that they use every day, lamps, for instance, they need assistance.

"So Mr. Blake put it up to us at one of our salesmens' meetings to tell customers as much as possible about various things we sell and suggested that, for a starter, we specialize



Digitized by Google



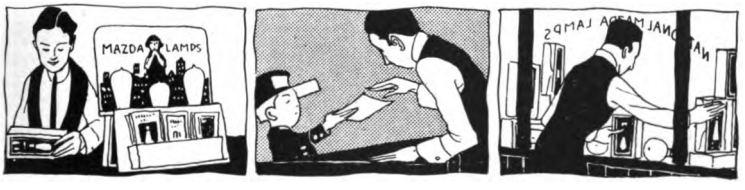
on MAZDA lamps. One of the men asked just what we should say and then Mr. Blake proposed that I outline the story and present it at our meeting the next week.

"You may be sure that every one of the fellows found out as much as he could about lamps before that next meeting, because the boss keeps pretty close tab on us. The National MAZDA lamp man who handles our business was rather surprised to have each one of our salesmen get him into a corner and ask questions about every kind of MAZDA lamp. Before he left he got the idea that it would be well for him to give us all a talk on National MAZDA lamps occasionally, and he did —but that's another story.

"When Mr. Blake asked for my report at the next meeting it was hardly necessary for me to say anything, for every one of the men had come to the conclusion that it would be well to tell customers how lamps are rated, how much light they will give, the cost of burning them, what sizes and how many to use in different rooms, where to use frosted lamps, what voltage to ask for, the economy of buying by the carton, and always to insist upon the blue National MAZDA carton.

"We tried our 'lamp lesson', as we called it, on customers who seemed to need it, and were surprised to see how it was appreciated. Before long, all of the salesmen were interested and enthusiastic about our plan to aid customers in learning about electrical things and we've noticed that it has had a good effect on our trade. It's a part of our service, now, to give a 'lesson,' if necessary, with each sale over the counter or by telephone. Because MAZDA lamps are always 'in season,' salesmen never forget to ask customers whether all sockets in their homes are filled. That helps lamp sales remarkably."

John certainly answered my question and now I understand why my neighbor called Blake and Smith's shop "The Public School of Electrical Knowledge."



Digitized by Google

Winning MAZDA Windows



INGENUITY plus must be attributed to Mr. G. Ernest Hill, salesman for the Pacific Lamp Supply Company, of Seattle, for his Packard MAZDA window which was a prize winner in the recent National MAZDA Display Contest.

This window represented "The Way to Better Light." The background was made of sheet fibre and the house and landscape were painted on it by a scenic painter. Walls and gateway were built, with lamp cartons and containers with colored illustrations of "The Way to Better Light" pasted on the front. The pathway was made of real stones and pebbles. MAZDA lamps and cartons displaying Packard labels occupied the front of the window. The lighting was all concealed, except the two lighted globes on the gate posts and a 6-volt auto lamp on the porch of the house which operated from a bell-ringing transformer.

The light on the gateway and path came from lamps concealed behind the wall. The panels on the wall were flooded with light from lamps in asbestos-lined cartons in the foreground of the window. General illumination was supplied by a border of 60-watt MAZDA lamps in four colors: amber, red, green and purple. These lamps were in skedoodle plugs, so that there is a continually changing color effect.

An absolutely new idea is embodied in a clever "lamp-barometer" window designed by Mr. Jay H. Ross, Secretary and Treasurer of the American Electrical Equipment Co., Kansas City, Mo. Mr. Ross writes that this window produced sales of Sunbeam MAZDA lamps—people came in to find out how to make a lamp-barometer, and ended by taking home some Sunbeam MAZDAS. Try this window idea—following are directions for building the display: Immerse a burned-out MAZDA B lamp in a pail

Digitized by Google

of water and break off the tip while the lamp is submerged.

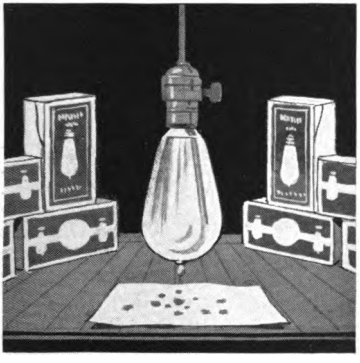
Remove the lamp (water will remain in the bulb), place some blue dye on the end of a fine wire and insert in the hole in the lamp bulb. Color the water in the bulb to a deep blue.

Suspend the bulb by the base, in the window, over a clean sheet of white paper. It will then act as a barometer. When atmospheric pressure is low, heralding stormy weather water will drop slowly from the bulb onto the paper. During periods of high atmospheric pressure no water will drip from the lamp.

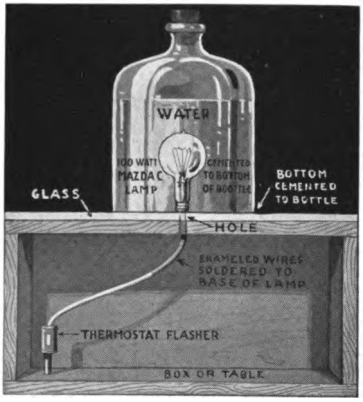
A display of lamps and cartons should be built around the lamp-barometer with appropriate signs showing the price and candle-power of the various sizes.

There should be a placard that explains the action of the barometer and invites the onlooker to come in and find out how to make a lamp-barometer for himself.

Still another unique window display which has been used to advantage, was sent us by Mr. W. L. Andrews, of the Electric Equipment Co., Lansing, Mich. The attention-compelling feature of Mr. Andrew's window is a 100-watt Fostoria MAZDA C lamp burning inside a gallon bottle of water. To fix up this lamp and bottle requires rather careful work, but the result is worth the effort. Cut the bottom of the bottle out with a diamond and drill a hole in the center of the piece of glass cut out (an ordinary steel drill with glass in camphor or turpentine will do the trick). Also drill a hole in the center of a square piece of window glass. This piece of window glass should be about twice the size of the bottom of the bottle. Solder enameled wires to the contacts on the lamp base and insert the lamp in the bottle with the wires leading through holes in the bottom of the bottle and in the piece of window glass.



This Lamp Bulb Barometer Excites Curiosity and Helps Build Sales



An Effective MAZDA Mystery Display

Shellac the wires and lamp base thoroughly. Cement the lamp base to bottom of bottle with china cement and cement the bottom of bottle back in place in the same manner. Cement bottle to window glass and plug the hole in the window glass with cement.

Place the bottle and glass on a box with a placard on the front of box: *This lamp burning in a bottle full of water. Can you figure it out?*

Connect the lamp to a thermo-flasher and build a suitable display of lamps and cartons about this central attraction. Try this if you like a crowd in front of your window.

Digitized by Google

Echoes From the National Firing Line

Brief Reports About Happenings of Interest to National MAZDA Men

WHO has the most valuable living MAZDA? Perhaps you think it is the lamp that lights the place where you are afraid in the dark. That idea doesn't agree with the opnion of Mr. F. M. DeKroyft, proprietor of DeKroyft's Pharmacy, Peoria, Ill., and Irondequoit Kennels, where fine Airedale Terrier pups are a specialty. Mr. DeKroyft, Packard agent, supplied this photo of his favorite pup, "Packard MAZDA" and writes as follows: " 'Packard MAZDA' is at the head of my kennels. He is



only seven months old and will develop into a perfect type of Airedale Terrier. He is the finest Airedale in this section and I have just refused an offer of $500.00 for him." Truly MAZDA always designates quality.

We are advised by W. L. Bell, Columbia salesman, that the new Illinois Building at Champaign, Ill., the home of a large department store, will be lighted throughout by MAZDA C lamps, 435 in all, of the 100-, 200- and 300-watt sizes, supplied through the Caldwell Company, which did the wiring and designed the fixtures.

Mr. Charles Leonard, Baltimore, Md., has recently become a member of the Fostoria sales organization. We take this opportunity to wish Mr. Leonard every success in his new connection.

H. R. Lemon has become a Sunbeam Booster, with headquarters at Cleveland. He has had wide experience in selling National MAZDA lamps, as he was for several years connected with the Satterlee Electric Company, of Kansas City. Mr. Lemon is by no means a stranger to *Stimulator* readers, for his photograph appeared on the front cover of the March, 1913, number, which contained his story of a good MAZDA business-getting scheme.

The Electrical League of Cleveland has successfully completed a one-week's whirlwind campaign, enlarging its membership from 500 to 1201. This will insure the success of the League's plan for establishing new headquarters in glass-enclosed club rooms on the roof of the Hotel Statler, giving the electrical men of Cleveland a rendezvous probably unequalled in the country.

The Chicago and Northwestern Railroad has recently equipped 1400 of its locomotives with 250-watt, 30-volt MAZDA C headlight lamps, replacing oil lamps, reports Mr. C. W. Bender, Manager of the Commercial Development Department. About 500 more locomotives will be equipped with MAZDA C headlight lamps in the near future.

N. W. Lovegrove, for the past seven years salesman for the Brilliant Division in western territory, has become manager of the lamp department, Herring Motor Company, Brilliant agents at Des Moines, Ia. Mr. Lovegrove will have complete charge of the company's lamp business in which his former associates wish him every success.

"It's a boy," says Max Fuldauer, of the Administration Department, Nela Park. He arrived on March 5th. Congratulations, Max.

Digitized by Google

Who Can Equal This Fine Record?

Hustling Jamesport, Mo., Agent Affirms There is Not a Carbon Lamp in Town

DO you remember how you felt when teacher marked your examination paper with a grade a whole lot better than the others? Well, multiply that by two and remember that on the average about 25 per cent of existing buildings are wired and you know how Mr. W. E. Cropper, Brilliant agent at Jamesport, Mo., feels. Mr. Cropper also superintends the Jamesport city light plant, which increases his interest in lamps and lighting.

Here is why one grade of one hundred per cent and another of ninety-nine and a fraction are due the thriving little city of Jamesport and its hustling business man. We'll let Mr. Cropper himself tell it: "We have been running 7 months (Jan. 1916) and have every business house, lodge hall and office, except one, and over half of the residences wired!

"Every lamp in town is a MAZDA. I am in position to know, having wired or helped wire all of the buildings and would swear that there is *not one carbon lamp in town!* The business houses use 100- to 300-watt MAZDA C lamps. A demonstration is all that's necessary to sell them."

Here is a record to strive for. Perhaps there are other cities as free from carbon lamps and with as large a proportion of wired buildings as Jamesport. The *Stimulator* would like to know of them. Anyway, congratulations are due Mr. Cropper and his home town.

Letting the Lamps Sell Themselves

THE following bit of news quoted from a recent number of the *Electrical World* contains a suggestion of interest to central station new business departments:

"The sales department of the Consolidated Gas, Electric Light & Power Company has been conducting an interesting campaign for the installation of showcase lighting among Baltimore stores, and reports good progress. An effort is made at least to secure trial installation in one showcase in each store to provide a demonstration of this modern application of electric light. In the majority of instances the customer discovers, before long, that the illuminated case is actually selling goods, for more attention is attracted to the display in this case and more sales are made from it, and the merchant naturally appreciates the value of such an influence. Often telephone calls have come within a week from such merchants, requesting that the other cases be similarly equipped at once."

A demonstration is often required to convince the "show me" prospect. Proof that your claims are true is the best sales argument that can be produced.

Digitized by Google

An Effective MAZDA Demonstration

By Fred Emerson Brooks, California Poet, Who Advocates National MAZDA Lamps



A traveling man was forced to stop
One night in a cheap hotel.
He felt the blight of the carbon light
And he sadly moaned "Well, Well."

He got the tip and out of his grip
He took his MAZDA Queen.
Then sat on his hams in his new pajams
A-reading his magazine.





This powerful light that darksome night
So flashed across the way,
That the roosters crowed, which plainly showed
They supposed it must be day.

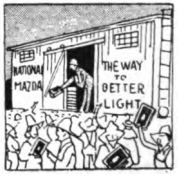
The fire bell rang with clamor and clang
And the engine came pell-mell.
The guests all 'rose in their x-ray clothes
Like those of the modern belle.





He continued to read and paid no heed
To the citizens pro or con;
For his soul's delight was his MAZDA bright,
And the traveling man read on.

Though the town was mad, 'twas a MAZDA ad,
As they found next day anon;
He sold on the spot a carload lot,
Then the traveling man went on.



Digitized by Google

The Largest Building in the World

Equitable Building, New York, Lighted Throughout with National MAZDA Lamps

MORE than twenty-nine million dollars were spent to build the world's largest office building, the Equitable Building, New York City. This massive structure, which stands 538 feet above the curb, has 38 stories above ground and 3 below, with a floor area of nearly 45 acres, houses a small city of over 15,000 people who earn their living within its walls, must have light to keep its immense organization in operation.



National MAZDA Lamps Illuminate This, the World's Largest Office Building

National MAZDA lamps are used throughout the entire building, indicating the reliance the management places in National Quality. A large proportion of the lamps used are MAZDA C's, reports Montgomery Clark, of the Bryan-Marsh Division, Central Falls, R. I. Lighting immense structures seems to be Mr. Clark's specialty, for it was he who handled the order for the Bryan-Marsh lamps used in flood lighting the Woolworth Building, the tallest structure in the world, another tribute to National Quality.

Burglar-Repeller as a Load Stimulator

ONE of our long-time "contributing editors," A. E. Scheffler, of the Electrical Engineering Company, Minneapolis Bryanmarshers, hands out the following suggestion, a capital one for the late spring and summer months, when both current sales and lamp sales have a tendency to wane unless properly stimulated.

"Why leave the home in the dark? One of the best protections against night prowlers is to wire every home with an outlet or bracket in the front and rear of the house, using 10-watt MAZDA lamps, to *burn all night long*.

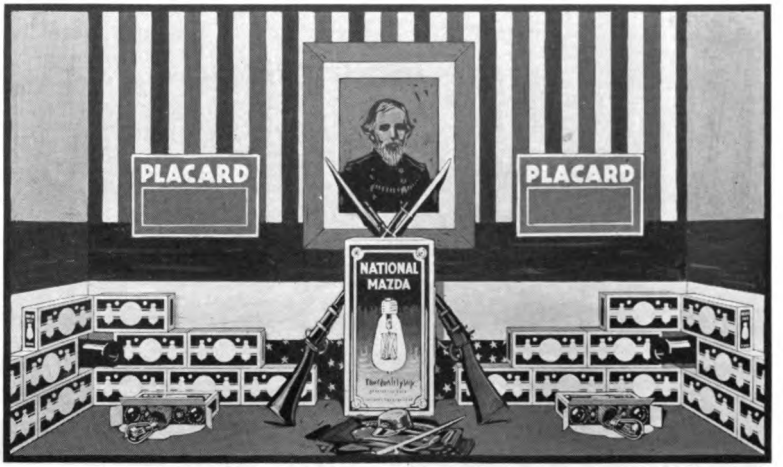
"These lamps will give enough light around the house to keep burglars away.

"If contractors, dealers and central station men will promote this idea, there will be less danger to our families, and the increased sale of porch lights, brackets, lamps, and current is not to be despised." We agree with you, Mr. Scheffler.

Digitized by Google

Suggestions for Patriotic MAZDA Displays

YES SIR, I credit you with the idea that Memorial Day, May 30, is an opportune time for a National MAZDA window display. National holidays offer excellent opportunities for good, sales-building MAZDA displays with unusual attention features.



Then too, Memorial Day comes just as spring is fading into summer and you are planning to avoid the July and August slow-sales period.

Here are several suggestions for Memorial Day MAZDA windows which I offer you as an aid in planning your MAZDA display for May 30. Each Memorial Day MAZDA window suggestion features the Jumbo Blue Carton, which was offered with the May 6 *Saturday Evening Post* page tie-ups. If you do not have a Jumbo Blue Carton, order one with the coupon on page 21. Be sure to save the big carton after using it in your Memorial Day display as it will be useful in future displays, just as all of the empty cartons you can save from your less-than-carton sales.

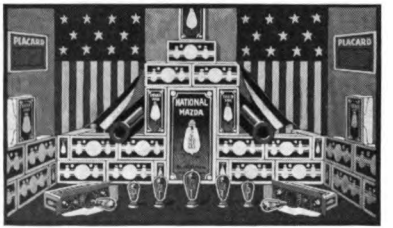
Each of these display ideas suggests how to combine relics of the past with an appeal to those who pass your window for preparedness in the matter of light. To build a Memorial Day display there must be a suggestion of the events which that Day commemorates. Old sabers, old muskets, old uniforms, prints or photographs of well-known generals and rep-

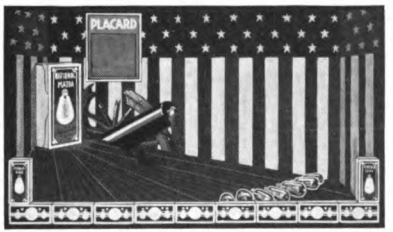
Digitized by Google

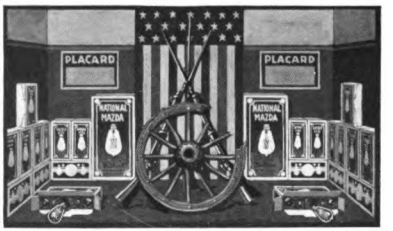
resentations of old-fashioned cannons, built of stove pipe and old wheels, can be used to suggest the historical and tie-up with the Day. Draped flags or, better still, an electric flag, should be used to add patriotic force to the display.

To get the MAZDA message through the window use the Jumbo Blue Carton and as many regular empty cartons as necessary to bring MAZDA to the front. Lamps scattered about the window also help. Don't forget the placards. The remainder of the display suggests, but the placards *talk*. Show a placard that tells of the economy of MAZDA lamps, another that gives prices and a third that says: "An Extra Carton of MAZDA Lamps in the Home Means Preparedness for Good Light. Buy National MAZDA Lamps Here."









Use the Memorial Day relics to attract attention, and make the cartons, lamps and placards deliver your message that National MAZDA is "The Way To Better Light." There are many possibilities in Memorial Day MAZDA displays; I have suggested a few ideas for a starter, now plan your display, build it and put it in a week before May 30—and be sure to use the Jumbo Blue Carton.

Yours truly,

—ZIM

National Mazda Stimulator, Nela Park, Cleveland, O.

☐ I do not have a Jumbo Blue Carton. Send me one and I will use it.

We sell_____Brand MAZDA lamps. Name_____, Company_____, Address_____

Digitized by Google

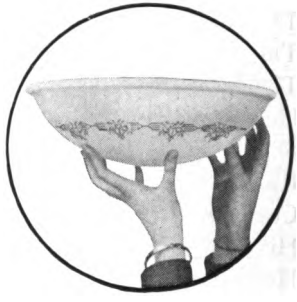
ROZELLE COLORED DECORATIONS

HOW to produce colored decorations on white glassware at a price which will insure commercial success, is a problem which has long been engaging progressive manufacturers.



Our designers have been experimenting along these lines, and have evolved a method which seems to answer every requirement. The colors are fired in Veluria glass, and blend beautifully with the rosy Veluria glow. There has been no attempt to imitate hand painting, but we have endeavored to obtain the pure colors, and delicate color harmonies, which characterize the best hand-painted work.

The name Rozelle has been adopted for this new line of color decorations. It is not a cheap line. The designs conform to the highest standards of modern decorative art, and the colors are permanent. Yet, because of our new method of applying the designs, we are able to offer Rozelle shades and bowls at a very reasonable price.



In each of the designs shown here five colors are used. These and other Rozelle bowls and reflectors are illustrated in full color in the April issue of our house organ, The Hunchman, copies of which will be sent on request. *Address:*

IVANHOE-REGENT WORKS

Of General Electric Company

Main Office, Cleveland **Branches in Principal Cities**

Digitized by Google

Unconventional Portraits of Stimulator Correspondents

R. C. Daugherty



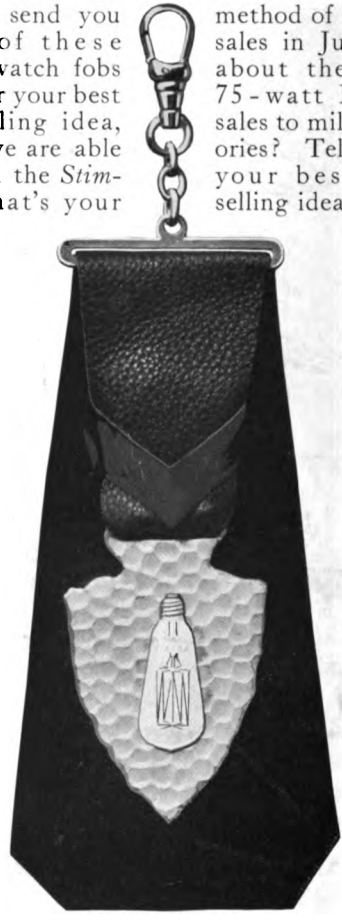
In Warren, the Daughertys seem bound to rule:
They abound like the hairpins around a Girls' School.
There is Bertram, and Frederick, and others, they say;
There is Harold, and Georgie, but this one is Ray.
He's the Sterling home-office man, and, in this role,
Slips most of the burdens off Treasurer Coale.
Ray is "some busy woman;" keeps tab on the kale,
Corresponds for this paper and answers the mail.
His agents are doubling their contracts, we hear—
He hopes that they all will, before the New Year.
Some businessmen get in deep water, and sink;
As you'll see by this picture, Ray stays near the brink.
The cut's on a quite "unconventional" plan—
A very rare pose of a very rare man.

Digitized by Google

IT'S YOURS

for An Idea

WE'LL send you one of these gold-filled watch fobs in return for your best MAZDA selling idea, providing we are able to use it in the *Stimulator*. What's your method of keeping up sales in July? What about the field for 75-watt MAZDA C sales to mills and factories? Tell us about your best MAZDA selling idea.



National MAZDA Watch Fob
(Actual Size)
189 Already Distributed

NATIONAL MAZDA STIMULATOR
NELA PARK 871243 **CLEVELAND**

Published by National Lamp Works of General Electric Company
Member of Society for Electrical Development—"Do It Electrically"

Digitized by Google

The NATIONAL MAZDA STIMULATOR

JUNE 1916

OUTDOOR LIGHTING
75 WATT MAZDA C'S
LAMPS IN FACTORIES
THE ELECTRIC FLAG
ZIM'S JULY WINDOW

Digitized by Google



Copyright, Underwood & Underwood

THE famous Statue of Liberty, New York Harbor, is very much in the public eye just now. The New York World is raising a $30,000 fund by popular subscription for the purpose of properly illuminating the grand old Statue, so that the figure of Liberty will be visible at night. The World, which has started the ball rolling with a $1000 donation, is not seeking large subscriptions. The plan is to allow every citizen to do his part. We have forwarded our subscription. Yours will also be welcome. Send it in early. Address: Statue of Liberty Illumination Fund. New York World, New York City.

Digitized by Google

National Mazda Stimulator

A Publication with a Purpose—To Promote Your Lighting Profits

Distributing Office: Nela Park, Cleveland. Other Offices: All National Quality Divisions. One Dollar per Year. Gratis to all Concerned in the Promotion of National Quality Products.

VOLUME IV JUNE, 1916 NUMBER 10

CO-OPERATION ·· PROGRESS ·· QUALITY



BUILDING LAMP SALES OUT-OF-DOORS

DOES it appear to you that the decrease in lighting indoors because of the lengthening days of spring and summer, and the appeal of the out-of-doors to everyone, means an *inevitable* slump in lamp sales? What of the present great industrial activity and what of lamp sales for outdoor lighting?

Outdoor activities, as represented by tennis clubs, fairs, bathing beaches, summer colonies and amusement parks offer ever-increasing sales opportunities. W. F. Fricke, of the Columbia Division, points out that jack-o'lanterns must now be lighted with MAZDA lamps, since candles have gone out of style. Dealers and contractors find ready sale for strings of MAZDA lamps wired in multiple, similar to Christmas tree outfits, for lawn parties and outdoor entertainments, especially in the smaller cities where amusement places are not numerous.

P. E. Longstreet, of F. F. Foster and Co., G. I. agents, Los Angeles, writes that active personal sales effort, backed up by letters and advertising matter, gets the MAZDA business of summer resorts and other outdoor places. Mr. Longstreet also states that there is good indoor business to be had with department stores, hotels and wholesale houses which renew or improve their lighting systems during the summer months when interruptions are not so serious.

Every unlighted tennis court offers an excellent prospect for the sale of a dozen 400-watt MAZDA C lamps (see page 6).

Exterior illumination of buildings, signs and other structures by flood-lighting and outline lighting is a fruitful source of business during the summer months (see pages 17 and 18). Electric flags, in demand everywhere, mean the use of from 90 to several hundred MAZDA lamps each (see pages 4 and 5).

How about the electric signs in your city? Are they all lamped? It's easier to get new lamps into them during summer months than when the snow flies, and besides, city councils are insisting upon sign owners keeping up the appearance of signs. Go after the outdoor business when the going is best.

Digitized by Google

Electrifying OLD GLORY



JUST now there is exceptional opportunity for every distributor of MAZDA lamps, whether agent or central station, to aid in a movement that is receiving great attention and that pays a high percentage of returns in public spirit and business. Circumstances favor an increase in business—all that must be done is to take advantage of conditions. This opportunity for swelling the total of your lamp business, and increasing your load if you are selling current, is a result of the great electric flag movement now spreading over the country in an unprecedented manner.

Everywhere people are awakening to the fact that their patriotism is passing through a test and the response indicates the respect and reverence which American citizens have for our national emblem, Old Glory.

This is the electrical age. "Do It Electrically" is the slogan of millions. That is why there is a lively call for electric flags. To display the Star Spangled Banner electrically is an idea that no progressive citizen can long resist. It has been proved in many cities where electric flags are displayed in theatres, moving picture shows, inside and outside of factories, schools, churches, residences, public buildings, restaurants, on excursion steamers and other boats, in fact, wherever people gather or pass.

This exhibition of patriotism means a demand for electric flags and lamps. The smallest stock electric flag made, 4 feet long, requires 94 10-watt MAZDA lamps. Others require hundreds of lamps, according to their dimensions.

A drygoods merchant pushes the sale of woolen blankets in cold weather; he takes advantage of conditions that cause the demand. You can apply the same principle. The realization of the meaning of Old Glory is in the minds of all. Our flag is being displayed everywhere. Take advantage of this electric flag movement.

Historical anniversaries are an occasion for the display of our national emblem. Why should not many of these flags be electric instead of cloth? Flag Day, June 14, is near, and Independence Day, July 4, is approaching. Every town and city should have electric flags burning on these special occasions. These anniversaries are your opportunity to interest merchants, city authorities, factory managers, school boards, clubs and civic organizations in electric flags. Urge them to have the flags connected up in time for the days set apart by the nation for commemorating important events in national history.

Interest can be aroused in the electric flag movement by wearing a small flag button on the lapel of your coat, according to J. S. Corby, Bryan-Marsh sales manager, who has everyone in the Bryan-Marsh organization wearing them. The flag button incites inquiries, thus paving the way for some electric flag sales. Good flag buttons can be purchased from novelty jewelry dealers in lots at prices ranging from 15 cents to 20 cents each.

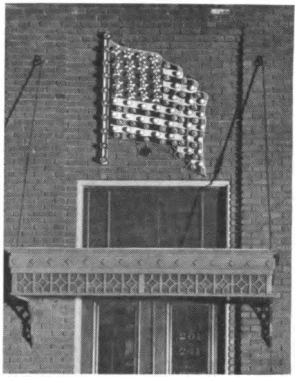
Indisputable evidence of the intense interest existing in the electric flag movement comes from Athens, Ga., where the unveiling and lighting of a large electric flag was the climax of a day set apart by the citizens for honoring Old Glory.

Digitized by Google

At the suggestion of Mr. W. P. Strobhar, manager of the New Business Department, Athens Railway and Electric Co., Municipal Flag Day was celebrated on April 11. This day was set apart for the display of flags by everyone in Athens. The public celebration began at sunrise with a flag salute fired by the University of Georgia Cadets, followed by band concerts, parades and other events.

In the evening a 10-foot electric flag, presented to the city by the Chamber of Commerce and mounted on the city hall flag pole, was unveiled and the current turned on.

Impressive speeches were made by officials and many congratulatory telegrams, commenting upon the patriotic spirit of the Athens celebration, were received from governors, members of Congress and other prominent men. A telegram from President Wilson to the people of Athens read: "I have learned with interest from representative Tribble of the patriotic celebration being held in Athens Tuesday. May I not express my best wishes for its success and extend my cordial greetings to all who participate? Woodrow Wilson."



Champ Clark, Speaker of the House of Representatives, telegraphed the president of the Athens Chamber of Commerce: "Congratulate the people on celebration of Flag Day at Athens. Every day ought to be Flag Day in this country."

Mr. Strobhar says: "The people of Athens feel that they were benefited by Flag Day, which makes work pleasant."

The lighting of the American flag, banners or emblems can be accomplished by projecting light upon them, as well as by defining the lines of metal representations of them with lamps. Where it is desired to illuminate cloth flags or banners a wonderful night display can be made by flooding the emblem with light from MAZDA C lamps in flood-lighting projectors. A flood-lighting installation for a cloth flag is the answer to the man who objects to electric flags because "everybody has them."

Notable examples of flood-lighted flags are found on the New William Penn Hotel, Pittsburgh, on the Chicago Telephone Company Building, Chicago, on the county court house at Peoria, Ill., and on the building of the Cleveland Electric Illuminating Company, Cleveland. The flag on the building of the Cleveland Electric Illuminating Co. is approximately 235 feet above the ground and is illuminated with six 250-watt MAZDA C lamps in General Electric projectors mounted on the roof. The flag is of wool and measures 12 ft. wide and 19 ft. long. Mr. J. T. Kermode, of the Illuminating Company, who supervised the lighting of the flag, recommends that where the flood-lighting of flags is contemplated, at least one flag be held in reserve for each one displayed so that there will be no interruption in the display when flags are taken down for cleaning, because smoke and dust detract more from the appearance of flags and emblems under flood-lighting than by daylight.

The wattage consumed in lighting the Pittsburgh and Chicago flags above mentioned may be of interest, particularly to central station men. Two 250-watt flood-lighting units are used for the William Penn Hotel flag, Pittsburgh. The Chicago Telephone Company's flag is a large one, 34 feet by 15 feet, and is flooded by four 250-watt units and two 500-watt units.

The Union Trust Co., Providence, R. I., claims to possess the original MAZDA flood-lighted flag of this country. No better example could be wanted of the rapidly increasing tendency, among modern banks, to make generous use of electric displays.

These accounts are significant; help the electric flag movement in your city now, while interest is at its height.

Digitized by Google



TENNIS Line Up MAZDA C Sales



See Tennis Prospects Now

THE tennis season is upon us! All over the country the smash of the racket and ping of the ball against the ground, net and back wall is music to the ears of devotees to this great outdoor sport. Whether or not you are a tennis enthusiast, you are a MAZDA enthusiast and tennis court lighting offers an excellent outlet for your enthusiasm.

During the past three seasons night tennis has made remarkable progress—due chiefly to MAZDA C lamps combined with the proper reflectors. Tennis players everywhere know of the possibilities of night tennis; many prefer to play at night because of the more comfortable temperature, others because of lack of opportunity during daylight hours.

The feasibility of night tennis is no longer a question—it has not been for a considerable time. Even the fastest players find their game unhindered on properly-lighted courts. There are no apologies to be made for tennis court illumination—the experimental stage is past. Lamps, reflectors and all accessories have stood the test of time; engineering problems have been solved and proved in practice. All plans and specifications necessary for making complete tennis court lighting installations, employing either of two different systems, are available in the form of a fully-illustrated, well-written bulletin No. 24, "Outdoor Tennis Court Lighting," published under the direction of lighting engineers who developed tennis court lighting from its incipiency. Order one of those bulletins with the enclosed post card; it's free.

The lighting of tennis courts is good, profitable business from the standpoint of lamp sales and it's a most desirable load for central stations during the short lighting months. A side-lighted court requires twelve 400-watt MAZDA C lamps, an overhead installation calls for four 750-watt MAZDA C lamps; isn't that an inviting prospect? Where a number of courts are located side by side, the overhead system may be used effectively by locating the lamps between courts and at both ends of the row. Go after tennis court lighting, public and private, in your city, it's waiting for you.



An Installation Like This Means the Sale of Twelve 400-Watt MAZDA C Lamps

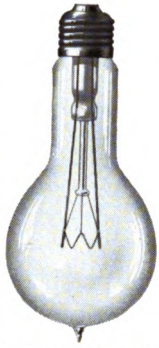
Digitized by Google

WHAT'S NEW in the Lighting World

MAZDA Lamps in Largest Sign

WHAT is probably the largest electric sign in the world is fitted with NATIONAL MAZDA lamps and shines nightly down Broadway, N. Y., advertising Chalmers underwear. This sign, consisting of lettering and a clock with a 12-foot dial, is located at 47th Street and Broadway, stands five stories high and is about 100 feet wide. Over 7000 NATIONAL MAZDA lamps are used. The lamp order was secured by Mr. B. Goldman, of the Pacific Lamp Company, Columbia agents, New York City.

Seven-and-one-half-watt lamps are used in the letters, 5-watt lamps in the clock and 2½-watt lamps in the border. The sign was erected by the Realty Advertising and Supply Co., New York, which maintains complete supervision of it.



75-Watt MAZDA C Lamp

Trutint for Matching Flour

All good millers know that high-grade flour must attain a standard of color before it can be classified as of a certain grade. In grading flour a color matching process is employed and some millers still depend upon natural light, with its many variations, for this exacting work. Not so with the Red Star Mill and Elevator Co., Wichita, Kansas, reports E. W. Bond, Bryan-Marsh representative.

Recently, Staley and Fees, Bryan-Marsh agents at Wichita, installed a No. 734 Trutint unit equipped with a 400-watt MAZDA C lamp, in the flour matching department of this mill. Results were so satisfactory that daylight has been entirely eliminated from the matching room and Trutint units used exclusively. Are there flour mills in your city?

Comparing Candle-Power

Recently an agent's salesman recommended 100-watt MAZDA B (vacuum) lamps for a large installation in preference to 100-watt MAZDA C (gas-filled) lamps, thinking that the MAZDA B lamps would give more light. He got this impression because he knew that 100-watt MAZDA B lamps are rated at .95 watt per candle and 100-watt MAZDA C lamps are rated at 1.0 watt per candle.

Naturally, anyone would think that of two lamps of the same wattage, the one consuming the least wattage per candle will produce the most light, and the supposition would be correct *provided the rating, watts per candle, has the same meaning in each case.*

MAZDA B (vacuum) lamps are still rated according to their average candle-power in a *horizontal* direction. Their candle-power is greatest in this direction.

MAZDA C lamps are rated according to their *spherical* candle-power, which means their average candle-power in *all* directions. Spherical candle-power gives a true and accurate measure of the total light emitted by any lamp, and will, in time, doubtless be used for *all* MAZDA lamps. Comparing lamps on the basis of their ratings when some are rated according to their average candle-power in only *one* plane and others are rated according to their average candle-power in *all* directions, is evidently unfair. The two 100-watt lamps, MAZDA B (vacuum) and MAZDA C (gas-filled), afford a good illustration. The 100-watt MAZDA B lamp is rated at .95 watt per horizontal candle-power, as it produces an average of 105 candle-power in a horizontal direction. However, its *spherical* candle-power is 82 (average candle-power in *all* directions). Therefore, its spherical candle-power rating is 1.22 watts per candle. This is the correct basis for comparing it with the 100-watt MAZDA C lamp which is rated at 1.00 watt per candle.

When comparing lamp efficiencies be sure that all ratings are made on the same basis.

Digitized by Google

SEVERAL MAZDA C

ONE *Stimulator* reader to offer an excellent plan for boosting sales of MAZDA C lamps—of all sizes—is L. D. Scanlan, of the Wesco Supply Company, St. Louis. Mr. Scanlan's suggestion, which he states is being carried out by his company, is particularly adapted to agents that travel one or more men; especially Form B agents serving a number of smaller agents scattered throughout a given territory.

Mr. Scanlan's "Hotel" Idea

The plan is to provide each salesman with a MAZDA C lamp, socket, and attachment for hanging it up and connecting to a circuit; the salesman is to prevail upon the clerk, at each hotel where he puts up for the night, to allow him to hang the lamp in the lobby, preferably over the clerk's desk. Attached to each unit is a well-lettered sign bearing the Wesco trademark, with the words, "This is the Peerless MAZDA C Gloom-Dispeller," and a notice telling where the nearest Form A agent for these lamps is located. To quote Mr. Scanlan, "We believe that this inexpensive advertising will be a very effective method of stimulating our sales."



A Demonstration That Wins

Most excellent is the following plan for a winning MAZDA C window, given by Lee Craver, window-trimmer for Heyward Long, Shelby agent in Martins Ferry, Ohio. "Make up narrow strips of crepe paper of two different colors, twisted. Tack the strips at one end around the frame of the window, and fasten the other ends to a barrel hoop, placed upright in the middle of the window, about 3 feet back from the pane. Hang a MAZDA C lamp in the center of the hoop, the lamp-socket being connected to a thermal flasher-plug, so that the light will blink and attract attention. Below the lamp place a card reading, 'The Wonderful New Lamp That Makes Dim Light Inexcusable, Size: 75 to 1000 watts: Price, 65 cents and up.'

A MAZDA C Window Display

"Paste two small posters on the window, reading '47% More Light Than You Are Now Getting From Your 60-watt Lamps. For Convenience, Buy These New MAZDAS in our Handy Carton, Containing Five Lamps.' Display several cartons in the foreground."

The preceding is a bully display from every standpoint. Try it. You will find a diagrammatic sketch of it on the opposite page.

Here's an original suggestion from Andrew J. Saiswick, of the New York Electric Installation Company, Inc., a good-sized and rapidly growing Peerless agency in New York City. Why not capitalize the gloomy and showery weather that we have every so often during spring and summer? Take a MAZDA C demonstrating lamp, walk in on some of your prospects during the temporary darkness, and "brighten up the corners." Remind them that still darker days—short days—are not many weeks off. In short, use all the MAZDA C arguments at your command, and, as Mr. Saiswick puts it, "most assuredly land an order." He adds that a large percentage of his customers have already been inquiring whether there is a lamp in between the 60-watt and the 100-watt in progress.

Making Hay When the Sun Does Not Shine

Bear actively in mind that there are dozens of different fields for MAZDA C lamps: indirect and semi-

Digitized by Google

SELLING POINTERS

indirect fixtures in residences and elsewhere; kitchens, etc., if the light is properly diffused by globes; trough reflectors in show windows; large and small factories, with the proper metal reflectors; in fact, wherever more and whiter, brighter light is necessary for good results.

New Lamps Indicate Progress

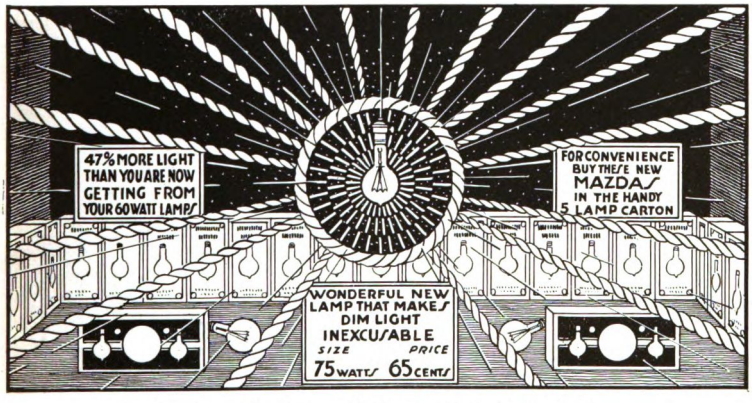
No one can help admiring the brilliant development work that has successfully extended the MAZDA C line down to comparatively small sizes at very reasonable prices. No doubt all *Stimulator* readers enthusiastically approve lamps that give a remarkably high percentage more light than MAZDA B lamps of equal wattage ever produced. Not only do the newest MAZDA C lamps give more light but, like all MAZDA C lamps, the light is both whiter and brighter. For this very reason they should always be properly shaded, in order to give the best illuminating effect.

You know, from experience, what demonstration enabled you to accomplish in selling 100-watt MAZDA C lamps. It will work just as well with other sizes. Never put a smaller lamp in a socket where a 100-watt MAZDA C lamp is already being used. The newest MAZDA C lamp should be sold to replace 60-watt lamps, especially if the customer has already been approached with the 100-watt size and declined to buy it on the score of "expensiveness."

Many distributors, who were at first skeptical of the demonstration process of selling all sizes of MAZDA C lamps, have given it a trial and found that in many instances prospects demand no other argument than a demonstration, especially if the illumination in their homes, stores or shops is below the average. If the prospect does not come to you, go to him—and take a MAZDA C demonstration unit along. Demonstrating exactly what MAZDA C lamps will do has more influence on the man who needs better light than any amount of sales talk. Seeing is believing.

Continue pushing all MAZDA C lamps and form the habit of referring to them always as MAZDA C lamps. While they are not vacuum lamps, and do contain a gaseous substance that increases their efficiency, they are distinctly not "nitrogen" lamps, as many sizes in the MAZDA C line have often erroneously been called. Vast sums of money are being spent to teach the public that MAZDA represents the visible results of a world-wide research; cash in on this MAZDA goodwill by avoiding all misleading designations.

Now, all together, give the countersign—NATIONAL MAZDA C lamps!



Here is a Unique MAZDA C Display, Easily Made. Try It

Digitized by Google



SINCE April 25th, 1916, the address of the New York Federal Miniature Division has been 6 East 39th Street, New York City.

Announcement of the marriage of R. W. Tavey, Philadelphia Sunbeam Booster, and Miss Christina Frances Hurley, of Cambridge, Mass., on April 24, has been received. Congratulations and wishes for all possible conjugal bliss are extended to "Buck" and Mrs. Tavey.

Sunbeam Booster J. E. Cameron, Minneapolis, has set a mark for himself. The First National—Soo Line Building, a twenty-story skyscraper, the tallest building in the State of Minnesota, is illuminated throughout with Sunbeam MAZDA lamps. Joe is sending picture post cards of this building to his agents with a message urging the use of MAZDA window displays. He says a window well decorated is 200 per cent more productive than any other form of advertising.

George C. Conner, the Pettingell-Andrews Company's well-known Peerless lamp exponent, was married on April 25th, to Miss Frances M. Smith, of Truro, Nova Scotia. All success to the new partnership!

N. H. Boynton, who is at the steering wheel of National advertising, is the happy father of a baby girl, born May 12. He's wearing the smile that won't come off.

The marriage of Miss Norma Antoinette Bard, of East Cleveland, Ohio, and P. B. Zimmerman, *Zim*, took place on April 27th. Our best wishes, of course.

In a certain railroad office in Pittsburgh, the use of a vault built for the storage of old records was discontinued about ten years ago. Recently a change in management necessitated the opening of this vault, which was accomplished after a safe expert had been summoned. When the vault was opened, an old carbon lamp manufactured about 1904 A. D., so black that the filament was just faintly visible, was found burning. We could hardly venture to state that it is only in locations of this kind that the product of the pre-MAZDA era manages to hang on. If this were true your MAZDA business would be some 400% greater than it now is.

R. P. Bowles, Jr., Bryan-Marsh salesman in Kansas City territory, and Miss Inez Browne were married in Kansas City on Wednesday, April 19th. The *Stimulator* joins the many friends of these newlyweds in wishing them much joy and happiness.

Fragility is an obsolete word in the lexicon of NATIONAL MAZDA. Proof, submitted by Mr. M. A. Godwin, Bryan-Marsh agent, Bridgewater, Mass., "Sometime ago I installed a 200-watt MAZDA C lamp in an 18-inch globe. Two globes have been broken by the vibration of the building, but the MAZDA burns merrily on. The globe is now protected by rubber washers, but the MAZDA bears the jar without help."

Charles C. Doty, formerly of the Commercial Development Department, Nela Park, is now a member of the Buckeye sales force. Mr. Doty will have charge of Buckeye business in Pittsburg territory. The *Stimulator* hereby extends the salute of welcome to Mr. Doty as a marksman on the National firing line.

G. L. Donnett, former Sterling salesman and *Stimulator* correspondent, now lamp specialist with the Elliott Electric Company, Cleveland, Sterling agents, and Miss Leonora Tawney, of Cleveland, were married on May 29th. All happiness is our wish for these newlyweds.

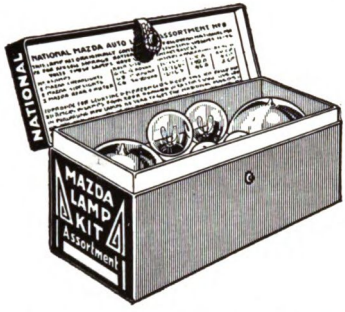
W. J. McFadden, for the past eight years Sterling representative in Iowa with headquarters at Sioux City, is now secretary and treasurer of the Electrical Engineering Company, Sterling agents, Sioux City.

Digitized by Google

TURNING SMALL LAMPS INTO Big Dollars

MAKING A MOTOR ACCESSORY OF AUTO LAMPS

UNTIL now, the auto lamp business, as far as most NATIONAL MAZDA agents are concerned, has been a lamp renewal business. Sales have been largely of one or two lamps at a time. Car owners have grown accustomed to buying auto lamps in this way without thinking of the need or convenience of having extra lamps handy to replace burnouts.



The new NATIONAL MAZDA Auto Lamp Kit solves this problem, not only by giving the car owner a complete set of extra lamps but providing him with a *safe way of keeping them right in his car.* The Auto Lamp Kit thus becomes a real convenience, a needed accessory which assures the motorist that his car will be properly lighted at all times. No opening then for arguments with traffic policemen or danger of collisions because of a burned-out lamp.

The size of the new Lamp Kit is 6½ in. x 3¼ in. x 2¼ in.; filled with lamps it weighs but 7 ounces.

Putting auto lamps on the map as a desirable accessory multiplies auto lamp sales by six. Six lamps at a clip instead of one, and more than six times the profit because you profit on the Kit as well as on the lamps it contains.

Eight standard assortments of Auto Lamp Kits fill the lamp demand for three-quarters of all cars. *Only these eight Kits are required to put you on the profit side of this new fast-selling accessory.*

Every garage, auto supply dealer and big hardware store is familiar with the NATIONAL MAZDA Auto Lamp Kit because of the advertising campaign now under way. No reason at all why you should not be supplying these dealers with NATIONAL Auto Kits. Sell to dealers or sell direct to car owners.

Sales helps of many kinds including Auto Lamp Kit Guides, showing the proper assortment for any car, window trims, wall hangers, folders, lantern slides and newspaper ads may be obtained without charge from your Sales Division. These will help you build up a thriving Auto Kit trade.

This year's auto season is just beginning. Time enough for big Auto Lamp Kit profits; it's easy to get into this business. Just write your Sales Division today for an initial stock of Kits, and let your customers know about them.

RECORD SALES OF FLASHLIGHT CASES

THE selected stock of one hundred NATIONAL MAZDA flashlight lamps packed in a display container has become a leader in the sale of miniature lamps. Many orders for this assortment of lamps were received as soon as it was put on the market several months ago and the demand has now reached surprisingly large proportions.

This complete stock of flashlight lamps which sells for $8.58 is especially popular with hardware stores, garages and electrical shops. The stock is small but so complete that the proper lamps for any flashlight may be supplied from it at a good margin of profit. In addition the display case helps sell lamps and furnishes a handy, permanent container from which any lamp desired may be picked out instantly.

Further information regarding this selected stock of 100 flashlight lamps and cabinet may be obtained from your Lamp Sales Division.

Digitized by Google

Benefiting the Nigh



"I HAVE in mind an industrial plant lamp contract that has jumped from $300 to $10,000. I can name many such contracts that have recently doubled and trebled in value," writes one of the *Stimulator* correspondents whose Division supplies lamps to a large number of mills and factories.

"The country's industrial prosperity is reflected in reports that come to me from many sources," states the manager of another Division. "Plants that two years ago were only one-third lamped and running only 8 hours a day, are now fully lamped, running day and night. One of my southern agents reports 30 new textile mills in his state and its vicinity."

"Most of the factories around here are working 'forty-eight hours out of every twenty-four,'" winks the Western Electric Company's lamp Specialist at Pittsburgh. "Of course they are consuming MAZDA C lamps very rapidly."

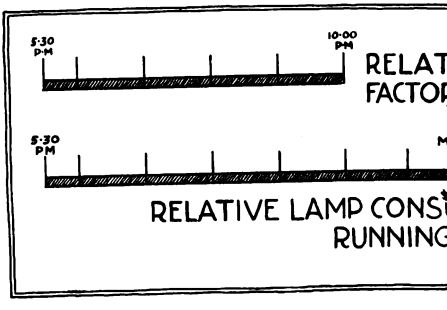
Note the following pithy statement of the situation, by Mr. A. K. Osborn: "Two factors contribute to make factory managers quite willing now to entertain proposals to scrap lighting equipment made obsolete by improvements in the MAZDA lamp. These factors are (1) plentiful cash; (2) many plant engineers and electricians hesitated, in slack times, to recommend any lighting innovations which might expose them to criticism or censure for having previously put in systems that must now be scrapped at considerable expense. They now feel that since this is a logical time for expansion and changes they can at last safely recommend the most efficient system. Engineers in metal-working plants often put through changes *in summer* that they would strive to avoid in winter, owing to difficulties due to inclemencies of the weather."

What's the best way to get the greatest amount of industrial lighting business in the shortest possible time?

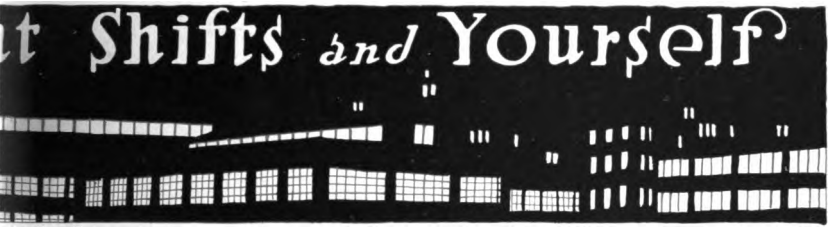
Before deciding that question, consider the diagram at the bottom of this page. It shows graphically what a vast increase in lamp business there is—for a given number of sockets—in an all-night plant as against a plant that closes late in the evening. The answer is, tackle the twenty-four-hour plants first! They have the most to gain through improved MAZDA C lighting, and the most to offer in the way of profits. For example, a company in western Pennsylvania, manufacturing jacks for automobiles, recently adopted an all-night schedule. Learning of this, a NATIONAL MAZDA agent visited the plant and was able to convince the management that the output of the night shift would be much increased by the comparatively small expense of relighting the shop with large MAZDA C lamps. The labor market is high; pay rolls are large; now as at no other time good lighting can prove its influence for efficiency and economy.

Watch the newspapers and building reports, and catch every bit of business gossip that hints at long-hour operation by any of your local factories. Get the all-night ones *first*, but of course don't overlook *any* of them.

Your ammunition is the perfected



Digitized by Google

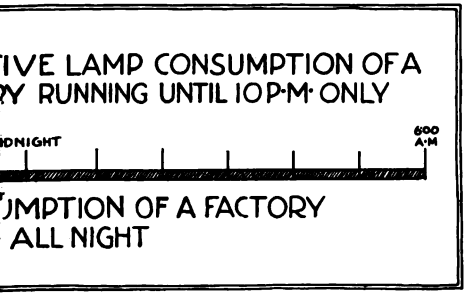


National Mazda C lamp—now available in sizes from 1000 watts down to 75 watts. Standardize on some one reliable type of steel reflector for use with the lamps, rather than scattering your efforts over three or four different makes.

This is the time to knock out the carbon lamps still being used for lighting hazardous operations in many plants. Emphasize the present low prices of Mazdas, with their increased candle-power that enhances the employees' safety and efficiency.

Flood-lighting, with projectors containing large Mazda C lamps, is increasingly popular for the illumination of yards, tracks, docks, excavations and construction work. Flood-lighting has proved useful for plant protection during strike disturbances. At least one company markets a very powerful flood-lighting apparatus, for use with the 1000-watt lamp.

Every factory has its own lighting problems and the alert Mazda man will find many opportunities for rendering special service. For example, a large manufacturer of traveling cranes in Milwaukee had no efficient method whereby workmen could signal to the overhead-crane operator. Bells, whistles, waving of arms, loss of time, noise and confusion were the order of the day. A simple signalling system of 400 Mazda 40-watt lamps with snap switches, installed at the suggestion of Bryan-Marsh salesman Johnson, sufficed to transform this pandemonium into a place of efficiency and comparative quiet.



In many states the Employers' Liability and Workmen's Compensation Acts, furnish a valuable legal backing to the lighting salesman's arguments. M. R. Riley, Sunbeam Specialist in Boston, in a recent article cites a case before the Industrial Accident Board, in which an employee was awarded compensation for an injury due to a fall sustained through insufficient light on the stairway while she was going from her work to luncheon,—even though the employer showed that his lease provided that other parties should maintain proper facilities for entering and leaving the building.

The most important reasons for better factory lighting are listed in the new "Code of Lighting for Factories, Mills and Other Work Places," issued by the Illuminating Engineering Society. Eight points are made:

1. Reduction of accidents.
2. Greater accuracy in workmanship.
3. Increased production for the same labor cost. (Compare the case of a machinist who has to walk to the nearest window, holding his finger on the scale when measuring a piece of work, simply because his machine is not well-enough lighted to enable him to read the markings.)
4. Less eye strain.
5. Promotion of better working and living conditions.
6. Greater contentment of employees.
7. More order and neatness in the plant.
8. Supervision of the men made easier.

Call your prospects' attention to the many large and well-known con-

(*Continued on Page 19*)

Digitized by Google

TOP-NOTCH-MAZDA

AGAIN of 50 per cent in lamp sales is credited to a MAZDA window featured by the Beacon Light Co., Sunbeam agents, Los Angeles. Mr. E. C. Ebert, vice president of the company, planned to bring out in this window the idea that those who are not using MAZDA lamps are behind the times. A globe representing the earth was brightly lighted from overhead with a MAZDA C lamp and opposite it was the sun saying "Take that light out of my face."

A driveway with a sign "The Road to Better Light" led to an illuminated bungalow. The lamps along the road increased in brightness, the first one being a 10-watt with each adjoining lamp of the next higher wattage. The lamps near the bungalow were MAZDA C's.

On the other side of the window was a collection of lighting appliances showing the evolution of lighting—the cruse of Bible times, candles, a coal-oil lamp, gas lamps, carbon incandescent lamps and finally the MAZDA C.

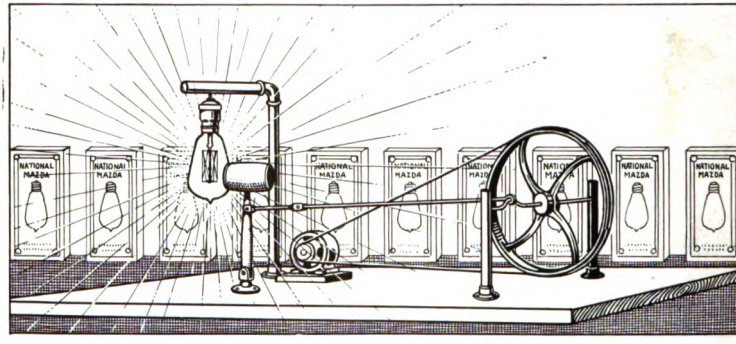
One customer who was attracted by this window display bought more than 300 lamps for an apartment house and several new customers each bought over a dozen lamps. The actual cost of constructing this profit-bringing display was $2.50. Its drawing power will be as strong in your city as in Los Angeles—try the idea in your window.

Two first-class lamp window ideas were originated by Mr. F. W. Fox, of the Iowa River Light & Power Co., and successfully used in stimulating sales of Packard MAZDAS in Eldora, Ia. The first is a war window showing "Fort MAZDA" built of cartons and fortified with a cannon made from stove-pipe metal rolled into the shape of a cannon just large enough for a lighted 100-watt MAZDA C lamp to fit in the end. The cannon was fastened to the frame of an oscillating fan concealed behind the fortifications.

Toy soldiers in the foreground carried out the war idea. On the window was printed "Shoot Holes in Your Lighting Troubles by Using MAZDA Lamps." Underneath were placards marked "Dim Light," "Excessive Bill," etc., with holes punched in them.

The second window which Mr. Fox has recently tried with good results contained four sockets holding, respectively, a time-worn carbon lamp which would still burn, a Gem lamp, a MAZDA B, and a MAZDA C lamp. Under the carbon lamp was a sign reading "15 Years Ago," under the Gem lamp, "10 Years Ago." The sign under the MAZDA lamps read "The Lamps to Use Now."

Mr. Clark Baker, National salesman on the Pacific Coast, built a lamp-bumping device as a durability demonstrator which produced lamp sales for several western agents. Spott Bros., Oakland, Cal., Sunbeam

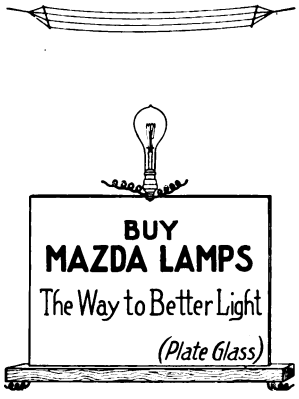


This Bumper Has Broken Sales Records for Others; Try it in Your Window

Digitized by Google

agents, found this lamp bumper an especially profitable window attraction.

The bumper was constructed as shown in the illustration. The wheel was an old sewing machine flywheel. The rod with the universal joint connecting the wheel and mallet was one that can be purchased in any sewing machine store or made by anyone having a little mechanical skill. The mallet was an ordinary carpenter's wooden mallet. The standards were made of conduit. A fan motor (or other small motor) was used to drive the mechanism. Total cost of the outfit (motor excepted) was less than $5.00. A very good bumping device can also be made by using the motor of an oscillating fan. Build a bumping display and keep it going. It will serve to identify your shop as the place to buy MAZDA lamps.



A "Wireless" Sales-Making Display

A "Wireless" lamp window was recently made by Mr. G. A. Steward, of the Public Service Co. of Northern Illinois, and displayed with G. I. MAZDAS at Crystal Lake, Ill. Almost the identical idea has been suggested by H. E. Murphy, of the Luminous Unit Co., St. Louis—surely great minds travel in the same grooves! The display, shown here, was built with a rectangular piece of clear plate glass, ¼ inch thick and held upright on a wooden cleat. Fine wires for the lamps were soldered to the base contacts and run along the edges of the glass and concealed by paint or tinfoil. To all appearances the lamp burned without being connected to any source of power.

Ingenuity and resourcefulness count in planning displays. Have you tried your skill at this method of business-building?

A MAZDA MESSAGE CLEVERLY DELIVERED

ADVERTISING by demonstration is most effective, whether the use of the article advertised is simply suggested or actually demonstrated, is the opinion of Mr. Charles W. Runk, Superintendent of The Ohio Light and Power Co., Fostoria customer, Crooksville, Ohio, who proves his belief by practicing it.

Recently the merchants of Crooksville held a big city-boosting carnival. During one evening the merchants gave a series of demonstrations of their businesses on the stage of an opera house. The crowning event of this series was an ingenious and effective stunt planned by Mr. Runk for demonstrating the many uses of electricity, with special emphasis on lighting with NATIONAL MAZDA lamps.

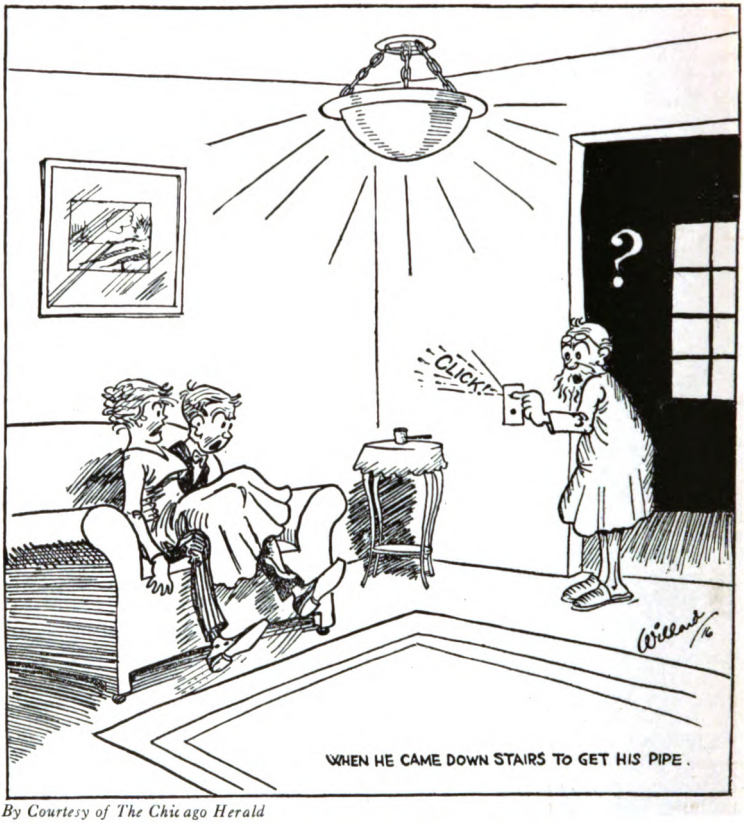
Before the MAZDA demonstration was presented, all lights in the house were extinguished. The curtain was raised and, by the light of a crown of Christmas tree lamps, the audience saw the Goddess Electra in a gown of flags, standing under an arch. The arch was decorated with red, white and blue bunting and outlined with large MAZDA lamps, with a MAZDA C lamp in a reflector suspended from the center. Below this was a large sign: "NATIONAL MAZDA Lamps."

The Goddess Electra recited a poem descriptive of the uses of electricity. When light was mentioned, all of the MAZDA lamps were lighted. "The NATIONAL MAZDA sign and the lamps put across the MAZDA message most effectively," says Mr. Runk. Demonstrations and displays pay; use them whenever you can.

Digitized by Google

Burnouts

GRANDPA FORGOT SIS WAS ENTERTAINING HER BEAU



By Courtesy of The Chicago Herald

WHY YOU SHOULD SAY MAZDA LAMP, NOT BULB

"ELDER Berry," who daily expounds wisdom in the columns of the Cleveland News, recently handed out the following tip to those who would be wise: "That city farmer th't tried t' git furniture polish by hangin' a sap bucket on a cedar tree tried to git some MAZDA bulbs in a seed store."

POSTAGE AND EXPRESS CHARGES ARE PREPAID

IT is our rule to prepay postage or express charges on all advertising matter sent to distributors of NATIONAL MAZDA lamps. Occasionally complaints are brought to our attention that express drivers have collected, or attempted to collect, charges on NATIONAL MAZDA advertising matter.

Such collections are made either through error or dishonesty. We will consider it a favor if distributors will advise us whenever charges are demanded or paid on shipments of advertising matter. Receipts should be demanded for all payments and forwarded with reports of charges on prepaid packages so that the proper adjustment can be made.

Digitized by Google

FLOOD LIGHTING

DOUBLE THE IMPRESSIVENESS OF STRUCTURES

IF you have ever seen, by night, a building bathed in the projected light from NATIONAL MAZDA C lamps, there is no need of explaining to you the statement that flood-lighting will *double* the impressiveness of any structure that is good-looking enough to be noticed at all.

The building owner has paid good money to the architect and contractor for making his property sufficiently attractive to create a favorable impression when seen in competition with hundreds of other buildings by day; but after nightfall the architect's creation is blotted from sight, unless . . . . And the pity of it is, that in the evening people have more leisure to look about them, and more inclination to notice the architect's work. The impressiveness of a flood-lighted edifice at night is multiplied many fold by the fact that it stands out as a single unit, instead of being lost in a long row of buildings, as in the daytime. "A thing of beauty is a joy forever"—*providing it is flood-lighted.*

On a conservative estimate, there are at least a hundred permanent installations of MAZDA C flood-lighting in the country at the present time, proving the practicalness of the proposition and the reasonableness of its cost in view of the results obtained. In addition, there have been many temporary installations, for gala events, as for example the flood-lighting of the Panama-Pacific Exposition.

Why not take an inventory of your prospects? Make a list of all buildings in your community that you think *ought* to be flood-lighted. Tackle the owners with the arguments already given, on multiplying the impressiveness of their property. Remind them that impressiveness means advertising value. Inform them that the Cleveland First National Bank shows night views of its flood-lighted building in its publicity work, and even circularized the bankers' journals with the story of the great advertising asset it has gained through flood-lighting.

Is there a Soldiers' Monument in your town? It should be flood-lighted as was the venerable Soldiers' Monument in Allentown, Pennsylvania, recently, by Mr. Sewall of the Lehigh Valley Light & Power Company. Catch the spirit of patriotic preparedness that is in the air, and flood-light as many silk flags as possible. Six MAZDA C lamps in flood-lighting projectors emblazon the Stars and Stripes above the twelve-story Illuminating Building in Cleveland.

Every industrial and commercial establishment, every public building, office building, statue, sign board, smoke stack and water tower has flood-lighting possibilities.



An Indianapolis Building More Prominent by Night Than by Day; Lighted on All Sides

Although regular NATIONAL MAZDA C lamps may be used for flood-lighting, special projector lamps made for this purpose give the best results. These lamps are made in 250-watt and 500-watt sizes. The filament is of special construction which affords complete control of the light when lamps are used in the proper reflectors.

How many orders will you get from that list of prospects?

Digitized by Google

Possibilities in Outline Lighting



A PROMINENT central station man states that there is a field for as many MAZDA lamps for outline lighting as there are people in the city; this rule applies in cities of 50,000 inhabitants or over. In smaller cities the possibilities ratio increases to three or four lamps per person.

Decorative lighting has often been the remedy for poor business. Rows of lamps in an outline installation enhance the appearance of a structure remarkably and create an atmosphere of cheer where once all was gloom. A concrete example: A large motion picture theatre in Omaha, Neb., was a financial failure, although the best films were used and accommodations for patrons were unexcelled. In an effort to overcome this condition, the principal lines of the building were outlined with MAZDA lamps, emphasizing the beauty of the architecture, and adding a cheerful aspect to the entire structure. The same class of film productions as was formerly shown is now used and the theatre is a huge success. The lighting did it! There is an almost irresistible attractiveness about a building that is studded with bright MAZDA lamps, especially if it be an amusement place. Go after the outline lighting in your city and remember that both public and private structures offer possibilities.



City Hall Dome, Baltimore. A Total of 4094 Lamps, 15 to 1000 Watts, Used

EVERY PACKAGE FROM THIS STORE A MAZDA AD

MR. M. C. Latimer, of Clark's Store, Colonial agents, Cannelton, Indiana, tells us that his shop has wrapping paper of several widths on which is printed a NATIONAL MAZDA carton and the message "*If* This Package Contains MAZDA Lamps Put One in Every Socket and Get More Light for Less Money. Phone or Ask Us for the Blue Box with the Colonial Label."

This paper is used to wrap all packages leaving the store, except lamp cartons, and serves to suggest the lamp buying idea most forcibly to those customers who had not even thought of lamps. But let Mr. Latimer finish the story:

"While all of our regular MAZDA lamp customers know that we hand out lamps in the carton, as wrapping is unnecessary and undesirable from an advertising standpoint, the customers who have never bought MAZDA lamps generally do not know how they are wrapped and their first impression on glancing at the imprint is that the package actually contains lamps. Whether they first notice the wording in the store or upon reaching home, the result is invariably the same, they fail to get that 'If.'

"It is needless and hardly possible to explain in just what way this will present 'The Way to Better Light' to each individual. To one it will appear that he has picked up the wrong package, until he investigates or reads between the lines; to another it will suggest a forgotten lamp purchase; in any case he's bound to get the MAZDA Idea."

Is your wrapping paper paying for itself in MAZDA sales?

Digitized by Google

cerns, such as the American Woolen Mills, the United States Steel Corporation, the Crane Company, Chicago, the Ford Motor Company, Detroit, the Sherwin-Williams plants and others that are using NATIONAL MAZDA C lamps.

Literature for Distribution—(1) Copies of the new 48-page I. E. S. Factory Lighting Code can be obtained at the price of 15 cents each from the Illuminating Engineering Society, 29 W. 39th St., New York City. This publication will be particularly appreciated by factory electrical and mechanical engineers.

(2) The new sales booklet "Better Industrial Lighting," illustrated throughout, can be obtained for 3½ cents apiece in thousand lots, or 5 cents each in lots of 250, from National Electric Light Association, Engineering Societies Bldg., New York City. This is an attractive booklet to place in the hands of factory executives, purchasing agents, and engineers as well. The most that any booklet can be expected to do is to pave the way for your own personal sales efforts.

If you need assistance in the preparation of lighting plans and specifications, our technical men will be glad to serve you, if you will explain to us the details of the proposition and give us a sketch of the premises to be lighted.

Most factory officials are rushed with work this year, and you can hardly expect them to give a serious hearing to your sales arguments, or to witness a MAZDA C demonstration, unless you write or 'phone for an appointment well in advance. But American industries are making splendid profits, so that when you once get the interest of the men who hold the reins it should be possible to persuade them that nothing less than a complete and thorough modernizing of the lighting installation, with NATIONAL MAZDA C lamps, will bring the desired benefits to the plant, the employees and the product.

BEST RESULTS BY FLAG DEMONSTRATION

AT the recent Chicago convention of the National Electric Light Association, the interiors of all meeting halls and official convention headquarters were decorated with electric flags.

Large flood-lighted flags were flying above the Auditorium and Congress hotels, convention headquarters. An immense electric flag above the Chicago city hall was seen by every convention delegate and guest. The National Lamp Works exhibit, maintained in connection with the convention, was given a patriotic touch by an electric flag mounted in the background. Many downtown Chicago buildings, including one of the U. S. army recruiting stations, displayed Old Glory electrified.

Hundreds of central station men from all parts of the country saw in the many electric flags a practical demonstration of their efficacy as an appeal to patriotism. Although newspapers and other publications have repeatedly mentioned electric flags, many who are vitally interested in the electric flag movement had not had the benefit of a demonstration, so much more effective than mere description. Get an electric flag immediately and mount it on your place of business; it's your best possible argument.

MAINTAIN THE WINTER SIGN SCHEDULE

CENTRAL stations, if you want to show your sign customers the advantage of daylight burning of electric signs, you have an excellent opportunity to begin by maintaining the winter sign schedule during the spring and summer months.

Darkness comes later every day during these seasons, but that's no reason for postponing the lighting of signs to a later hour than is customary during the seasons of shorter days. Once the effectiveness of day burning of signs is realized, the easier a day sign load will be built up. Some power companies have already made a bid for this class of business, using the argument that the operation of electric signs during the time of the day they are on the shady side of the street, and on rainy or cloudy days, results in better business. In New York City, whose thoroughfares have gained world-wide note because of their brilliance at night, many signs are left burning during the day with good effect. Try day-burning signs in your city and watch results.

Digitized by Google



Digitized by Google

Ask for This Fourth-of-July MAZDA Display—*ZIM*

ON the Fourth of July, Independence Day, we, as Americans, commemorate an event of highest importance to our Nation. On that day, 140 years ago, the fathers of our country declared their freedom from tyranny. The right to be free from the influence of undesirable conditions has been the privilege of American citizens ever since.

The Fourth of July is the greatest national holiday we celebrate. Every citizen takes notice of it. Therein lies your opportunity to deliver a MAZDA message to everyone who passes your display window, reads the newspapers or goes to the movies. I am offering you material for connecting your MAZDA display with this great holiday. This is an opportune time to impress your customers with the fact that NATIONAL MAZDA lamps mean freedom from poor light without excessive cost. I will send you, without charge, materials and instructions for putting the Fourth of July suggestion in your lamp display; an Uncle Sam poster, in colors, 56 inches high, two smaller posters and a Jumbo carton, if you do not have one. Simply fill out the enclosed post card and mail it immediately.

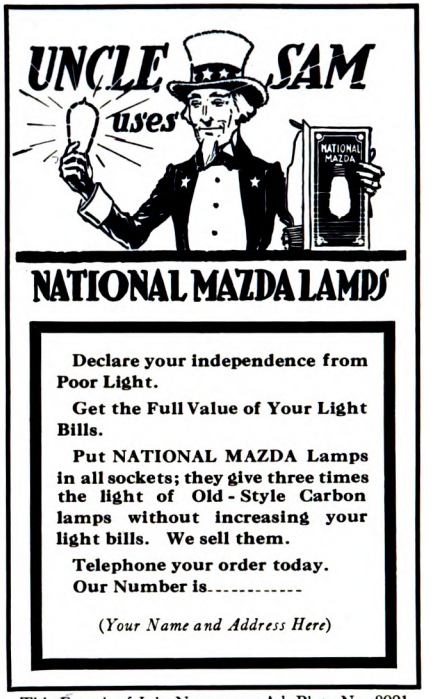
Begin saving empty cartons now for this big MAZDA window; you will need them.

July fourth falls on Tuesday; be sure to build your MAZDA window early during the previous week. Let me have your order for materials soon, as the supply is limited.

To get the greatest results from your MAZDA window, tell the people about it in the newspapers and moving picture theatres. I have a four-inch, single-column newspaper ad plate (No. 8001) for your newspaper ad, and a lantern slide (No. Z 7) which you may have for the asking. Mark the squares on the post card.

Yours truly,

—ZIM



This Fourth of July Newspaper Ad Plate No. 8001 is free. Mail the Post Card Today

Digitized by Google

ROZELLE
Colored Decorations



1311 Rozelle 226

ROZELLE bowls, with their tastefully colored designs, lend a decorative quality to MAZDA light. They are furnished in two shapes, with smaller shades to match, and are proving very popular for lighting the home. We shall be pleased to send you, upon request, a folder showing Rozelle glassware in color.

Address:

IVANHOE-REGENT WORKS
OF GENERAL ELECTRIC COMPANY

MAIN OFFICE, CLEVELAND BRANCHES IN PRINCIPAL CITIES

STEM BROKEN, STICKS TO ITS JOB

IN the office of the Brown County Democrat, Ainsworth, Neb., there is a Colonial MAZDA lamp burning brightly, though the glass supporting rod is broken off and the filament and supports lie in the bottom of the bulb, according to Mr. J. Earle Rolston, Manager, Ainsworth Telephone Co., Colonial agents.



"This lamp was suspended from the frame of a linotype machine by a removable metal arm. The arm accidentally became disconnected, allowing the lamp to drop to the floor with sufficient force to break off the glass rod which supports the filament. Although badly disorganized, the lamp was still burning when the operator picked it up and it is still doing National Quality service on the jarring machine," says Mr. Rolston.

Digitized by Google



UNCONVENTIONAL PORTRAITS OF STIMULATOR CORRESPONDENTS — ***Clark Baker***

TO enumerate even a small portion of the reasons why Clark Baker is known to NATIONAL MAZDA agents in Pacific coast territory as the personification of pep is impossible inside of this border. This photograph explains some of them. It was taken just as he was leaving the Land of Sunshine and Flowers that he loves so well, for the snow-bound, blizzardy east.

His smile is natural and many a fellow-being appreciates it and believes in it.

The ins and outs of the lamp business are not mysteries to this *Stimulator* Correspondent, for years ago he was allied with the Brilliant Division at Cleveland. Later the attractions of the Golden West proved real and he is now right bower to Mr. J. A. Vandegrift on the Pacific coast.

Clark sings songs, dances jigs, tells stories, plays the piano, turns handsprings, sells lamps, sends dope to the *Stimulator* and keeps his promises. Isn't that enough for any man?

Digitized by Google

The "Light Brigade" (V-W-Q)

A brand-new feature for this page of the Stimulator

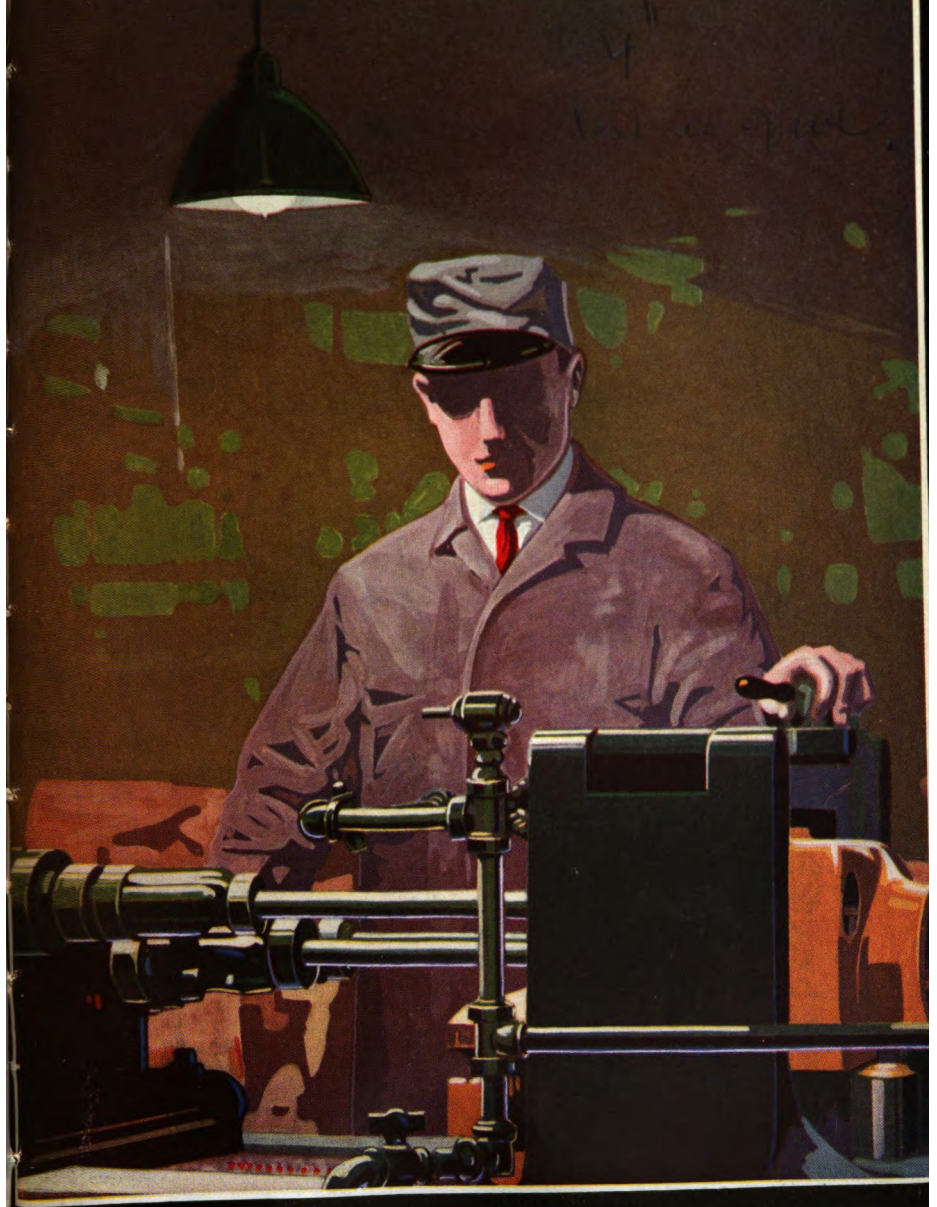
What is *The Light Brigade?*
What is its purpose?
What are its First, Second and Third Degrees?
Who will be its first member?
What are the Mystic **V, W** and **Q?**

Watch this page carefully for a full explanation of The Light Brigade next month and, in the meantime—send in your lamp sales ideas! *Address:*

NATIONAL MAZDA STIMULATOR
NELA PARK 871244 CLEVELAND

Published by National Lamp Works of General Electric Company
Member of Society for Electrical Development—"Do It Electrically"

Digitized by Google



The Stimulator

August 1916

Digitized by Google

AS a conservative estimate, thirty-four million MAZDA automobile lamps will be required to supply the demand for this year! A little more than five years ago electric lamps were not used on automobiles. Ninety per cent of the automobiles manufactured today are originally equipped with MAZDA lamps.

Of this large proportion over seventy per cent can be completely outfitted from some one of the eight NATIONAL MAZDA Auto Lamp Kit Assortments now available. This seventy per cent represents all of the more popular cars. Kits of lamps for outfitting ninety per cent of *all* electrically lighted cars can be made up from the NATIONAL MAZDA Display Cabinet containing a selected assortment of 100 MAZDA automobile lamps.

With a stock of the eight standard Lamp Kit Assortments, a Display Cabinet of 100 assorted auto lamps and some empty Kits for making up special assortments, you are ready to supply almost any demand for auto lamps.

Auto owners and accessory dealers have not been left in the dark as to the desirability of having all autos equipped with a Kit of NATIONAL MAZDA auto lamps ready for any emergency. A broad-gauge advertising campaign, consisting of double-page color spreads in the leading automobile and hardware journals, as Automobile Trade Journal, Hardware Dealers' Magazine, Motor World, and Hardware Age, still continues (see pages 8 and 9).

For the aid of dealers in tying up with these great, demand-creating advertising drives there are window displays, newspaper ads and lantern slides. To facilitate the selection of Kit Assortments or lamps for any car there is the "National Guide to Proper Lamps for Gasoline and Electric Passenger Automobiles" in booklet or wall hanger form.

There are no confusing details in the handling of Auto Lamp Kits. Every wrinkle has been smoothed out. It's clean, profitable business. If you are not already in on the profits, write your Lamp Sales Division at once.

Digitized by Google

National Mazda Stimulator

A Publication with a Purpose—To Promote Your Lighting Profits

Distributing Office: Nela Park, Cleveland. Other Offices: All National Quality Divisions. One Dollar per Year. Gratis to all Concerned in the Promotion of National Quality Products

VOLUME IV AUGUST, 1916 NUMBER 11

CO-OPERATION ·:· PROGRESS ·:· QUALITY



THE EQUIVALENT OF A PRICE REDUCTION!

HOW many of us are vigorously using a certain very timely argument for *immediate* sales of MAZDA lamps — namely, the fact that *there has been no increase in lamp prices this year?* Really, the persistence of last year's low prices, in this era of soaring commodities, should be regarded by the consumer with the same satisfaction that would be accorded a price reduction in normal times. Here is a good clinching-point for the lamp distributor's sales-talk.

While the lamp manufacturers have not as yet even hinted at such a thing as an increase in prices, manufacturers of textiles, automobiles, papers and other articles of trade are constantly advising their customers to stock up against a rising market.

There has been an average increase of about ten per cent in nearly all lines of electrical apparatus except lamps. Transformers, motors, generators, wire and cables have all been marked up — an occurrence without previous precedent. Yet lamp prices, despite a 700 per cent rise in the price of tungsten and substantial boosts of other raw materials, stay anchored to *terra firma.*

Why not spread this gospel through the medium of your show window, your correspondence, your telephone?

POTENT PLANS TO PUSH MAZDA C SALES

LET us enter upon a "summer drive" to promote the sales of MAZDA C lamps, particularly to factories, shops and mills. Three very practical features of such a campaign would be: (1) the offer to specify a certain standard line of reflector-units, few in number, thus making the sale of illumination to industrial plants more of a merchandising proposition; (2) extensive distribution of the new sales booklet "Better Industrial Lighting;" (3) direct-by-mail broadsides and trade-paper ads of the National Lamp Works, reaching owners, superintendents and managers in all parts of the country. By all means read Mr. Underwood's article on page 12.

Digitized by Google

Selling National MAZDA Profit Lamps

How Three Distributors Build MAZDA C Sales. Don't Miss This

WOULDN'T you rather sell articles ranging in price from $1.00 each to $7.00 each than articles selling at 27 cents each, if the percentage of profit is alike in both cases? Most certainly!

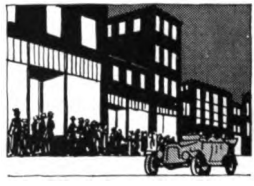
All NATIONAL MAZDA lamps are profit lamps, that is, each lamp sold under proper merchandising methods brings a certain percentage of profit. The greater the amount involved per lamp, the greater the profit per lamp. Then why not concentrate on large lamps, MAZDA C's, that bring the greatest returns per sale?



Before the Lamp Man Came



Argument for MAZDA C



After Making the Installation

A live MAZDA enthusiast who has this idea well in mind is Mr. Ernest V. Lorenz, city salesman for St. Paul Electric Co., Packard agents, St. Paul. His pet hobby is looking for poorly lighted windows and selling the store owners MAZDA C lamps to improve conditions. He says, "I have found that the average merchant realizes that the illumination of his store, and more especially the windows, must be attractive, practical and reasonably economical, as well as equal to that of his competitors.

"For this reason I frequently stroll along the principal business streets after sunset, observing the illumination in various display windows and making notes of my observations. Soon thereafter I call on the managers of the stores I have observed and in a straightforward manner give them the result of my observations, not forgetting to compliment the good points of their displays, and point out how improvements could be made in the lighting.

"In most cases I find an attentive listener and nearly always these interviews lead to orders for lamps, reflectors and other material. Often these interviews bring about an improvement of the entire lighting system of the store.

"Demonstration, that's the way to sell MAZDA C lamps," says Mr. Ernest Meyer, who boosts Brilliant MAZDAS for agent Louis Koehl, Cleveland. "Whenever I see a store that needs better light I arrange with the proprietor for a demonstration of MAZDA C lamps. For my last demonstration I used four 100-watt MAZDA C lamps and got an

Digitized by Google

order for 16 of them in addition to 7 cartons of the 40 and 60-watt sizes." Instances of this kind certainly prove the effectiveness of showing the prospect just what you mean when talking about lamps.

Here's a rival for Jamesport, Mo., mentioned in the May *Stimulator* as a city without a carbon lamp within its bounds. Mr. Benj. A. Bearnes Supt., Weber Electric Power Co., Sunbeam customer, Wilson, Kansas, writes, "The little town of Dorrance, Kansas, on our lines, has neither carbon nor Gem lamps in it. The streets are lighted with MAZDA C's and a local lodge has installed a MAZDA C lamp for operating the projecting lantern."



An Outdoor MAZDA C Demonstration

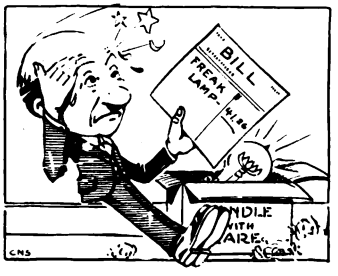
Mr. Bearnes also believes in making capital of all lighting jobs that attract attention. He says, "We lighted the local fair grounds with 1000, 750 and 500-watt MAZDA C lamps and did not hesitate to let the people know what caused the bright light. As a result we sold a good many MAZDA C lamps to local merchants. Farmers along our transmission lines promptly had their barn yards illuminated. It helps lamp sales and boosts the load."

Here you have some *bona fide* illustrations of effective MAZDA C sales methods. Are you at work on "profit lamp" sales?

"FREAK LAMP" INQUIRIES MAKE HUGE WASTE

FORTY dollars seems a lot to pay for one little lamp, doesn't it? Yet instances are by no means unusual where an expense of over $40 has been incurred in correspondence, making of estimates, tests, quotations, etc., in connection with some customer's inquiry for a special lamp, and then the customer decided that he did not want the lamp after all! We are reminded of the nursery plaint —

Wilful waste makes woeful want,
And I may live to say,
"Oh, how I wish I had the time
That once I threw away!"



How Would You Feel About a Bill Like This?

Special or "freak" lamps are briefly defined as lamps that are not included in the printed price lists. *Don't offer them to your customers.* Occasionally, for the purpose of meeting an unfamiliar condition, distributors are tempted to order unusual combinations of bulb and base, or a special filament, or some other eccentricity. Even if, after much expensive correspondence, it is found possible to obtain such lamps (generally after a long wait, since the factories cannot use regular machinery on "freak" lamps), it may be questioned whether they will live up to expectations or justify the trouble and expense involved. Rather, it is the part of the lamp distributor to make a careful search of the schedules, so as to find some regular MAZDA lamp that will fill the bill. If you cannot find it, and the operating conditions cannot be changed, then take the problem up with your lamp people for advice, *giving them all possible information* down to the minutest detail, before going to the last resort of requesting an expensive made-to-order lamp.

Digitized by Google

TURNING SMALL LAMPS INTO Big Dollars



SPECIAL SALES EFFORT ON MINIATURE CABINETS

SUNBEAM and Colonial Divisions have been making a special drive on the 100 lamp assortments of both flashlight and auto lamps. T. J. Rider, Assistant Manager, Sunbeam Division, has been sending out a printed letter each week to all Sunbeam Boosters. These "One Liner" letters emphasize the importance of establishing new sales centers with the 100-lamp stocks of flashlight and auto lamps.

Colonial Division salesmen have all been hustling on miniature Lamp Cabinet sales and Assistant Manager B. H. Daugherty is directing a mail campaign for more orders.

Miniature lamp agents have an exceptional opportunity on the Flashlight and Auto Lamp Cabinets. Many agents have easily sold Flashlight Cabinets and stocks of 100 lamps to hardware stores, drug stores and novelty stores. The Auto Cabinet and stock of lamps sells on sight to any garage man. Tuck one of these Cabinets under your arm and call on your nearest prospect. Show him how complete the stock is and how to supply the right lamp for any service — practically every such demonstration results in a sale. You can do what others are doing. At least make a try at the profits.

AUTO LAMP KITS PROVE POPULAR

THE NATIONAL MAZDA Auto Lamp Kit and its set of six lamps is selling wherever it is being displayed and explained to car owners.

To sell the Auto Kit, attention must be called to it by window displays, by counter displays and by word of mouth. The Kit is undoubtedly a convenience that any car owner will gladly pay a good price to get, *but, first of all, he must be told that there is such a thing as a Lamp Kit.*

We are advertising the Kit in every way possible but we cannot reach every car owner in your locality as certainly as you can with a snappy window display.

The fact that only eight different Lamp Kit Assortments are needed in stock to fill three quarters of the total lamp demand on all cars is making friends for the Kit among garage men.

It pays to show the Kit to every auto lamp purchaser or to every purchaser of other auto supplies. Explain that, in addition to its other advantages, the Kit contains MAZDA C headlights and that these gas-filled lamps are better than the old kind. Are you ready with a stock of Auto Lamp Kits?

RAPID GROWTH OF MINIATURE LAMP BUSINESS

THE French Carbon and Battery Co., Madison, Wis., manufacturers of "French Flashers" and French Dry Cells, is occupying a new factory which replaces its old building destroyed by fire last December. This company has been distributing Federal MAZDA Miniature lamps for several years, showing a largely increased volume of sales each year, which now amount to more each week than during the entire first year in which the company sold Federal MAZDA Lamps.

The future holds something good in store for any MAZDA Miniature lamp agent if he will let his business expand to meet increased demand.

SHOW CASE LIGHTING WITH MINIATURE LAMPS

RECENTLY a sale of 1200 T-8 bulb, Style E, MAZDA candelabra lamps was made by F. S. Marker, of Chicago Federal office, to the Miller & Paine department store, Lincoln, Neb., one of the largest department stores west of Chicago.

These tubular lamps are being very successfully used for show case lighting as they are easily concealed in the cases so that the customer's attention is attracted to the goods displayed rather than to the lamps. Miniature lamp men will do well to bear in mind this use of the T-8 bulb lamp — the sales chances are big.

Digitized by Google

WHAT'S NEW in the Lighting World

STATUE-LIGHTING FUND GROWS

AT latest reports, the New York World's $30,000 campaign for flood lighting the Statue of Liberty had reached $4673.92. Organizations and individuals in all parts of the country are voicing their approval of this move to identify at night the gigantic monument which epitomizes the principles of our country's very existence.

The World is offering a bank, in the form of a bronze replica of the Statue of Liberty, one foot high and valued at $2.50, to any responsible person for collecting funds. This bank will hold about $25.00 in small change and upon its return to the Statue of Liberty Illumination Fund, filled with contributions, it will be emptied and returned to the collector as a souvenir.

Send for a bank and popularize your store by announcing it as a contribution center for the Fund.

Every dollar will help. Have you done "your bit?"

HANDBOOK OF STATION VOLTAGES

WE have on hand for distribution a handbook of Central Station Voltages in the United States, listing the present voltages in several thousand cities and towns. To agents doing more than a local business, this booklet will be of immediate assistance in ordering lamps of the proper voltage. A movement is now on foot for the standardization of commercial voltages, and it appears probable that 110, 115 and 120 will be widely accepted as standard voltages, so that there is considerable likelihood that the next year will see changes in many of the station voltages listed in the handbook. Your copy is waiting for you — write to the *Stimulator*.

GIGANTIC SIGNS — NATIONAL MAZDA LAMPS

ON this page in the June *Stimulator* we commented in some detail on the "world's largest electric sign," at 46th St. and Broadway, New York City, erected by the Realty Advertising and Supply Co. We are in receipt of a photograph of this sign, with its NATIONAL MAZDA lamps, from the Pacific Lamp Company, Columbia agents. This photograph we take pleasure in reproducing herewith. Over 7000 NATIONAL MAZDA lamps shine out nightly from this huge advertisement to the unobstructed view of Broadwayites.

The biggest sign on New York's playground, Coney Island, is also filled with NATIONAL MAZDA lamps. The Biltwell Sign Company made the installation, so "Packard" Yates informs us.



MOVABLE-LETTER SIGNS

THE Chase Electric Co., Chicago, is in the market with a new system of quickly-changeable letters for theatre signs, etc. The company also sells movable-lighting-unit installations. It points to show-window lighting as one of the fields for such installations.

Digitized by Google



One of the Series of 6 Color Spreads That are Creating a Demand for

A TOTAL of 6 double-page color spreads featuring NATIONAL MAZDA Auto Lamp Kits, with considerable mention of the Display Cabinet Assortment of 100 NATIONAL MAZDA auto lamps and the Flashlamp Cabinet of 100 selected flashlight and electric lantern lamps, are running in 16 issues of four leading trade journals which reach the automobile accessory dealers and the hardware trade, the main channels of distribution for automobile and flashlight lamps. Hardware and automobile supply merchants are looking for these very necessary stocks.

Digitized by Google

MAZDA
AUTO LAMPS

Mr Man comes in to buy an auto lamp Don't sell him ONE. Sell him SIX. Here's the way:

While you're looking for the lamp he asked for, hand him this complete Auto Lamp Kit to look over.

"What's this?" asks Mr Man.

"A complete set of lamps for your car. Toss it in your tool box, or under the seat. Tuck it in anywhere. When you want a lamp, you've got it.

"Great!" says Mr. Man. "I get real service from my National MAZDA Lamps, but when they do burn out or break, it's generally miles away from anywhere. *Many's the time I'd have gladly paid the price of the complete kit for just the one lamp I needed!*"

See what that means, Mr. Dealer! Sales six times as big—profit six times as big—no increase in investment. That's the story!

With eight assorted lamp kits, you've got a kit for nearly every car. With the smallest possible stock, you do the greatest possible business.

Your profit is 25% or better, figured on your selling price. Multiply this by six, for you're selling six lamps instead of one. It means a *real profit* on your auto lamp business!

The 100-Lamp Cabinet

You have, or ought to have, the National MAZDA 100-Lamp Cabinet. Contains the proper lamps for nine-tenths of all cars. Makes auto lamp merchandising easy.

The cabinet itself is a fine attention-getting display, and it's the most convenient way to keep your auto lamp stock.

With the Lamp Kits and the Lamp Cabinet, here's the result. A complicated stock simplified. A big stock reduced to a small stock. Your investment decreased. Your sales increased. Six times the business. No more money tied up.

Don't be the last to get your auto lamp business straightened out. Be the first! Take both these matters up today with your nearest National MAZDA Lamp Agent or Sales Division.

Flashlight Lamp Case

One hundred MAZDA lamps for flashlights and lanterns—conveniently arranged—compactly stored. And the case makes a catchy display for counter or window!

NATIONAL LAMP WORKS
OF GENERAL ELECTRIC CO.
28 Nela Park Cleveland, Ohio

Flashlight Lamp Case



Automobile Lamp Cabinet





the Convenient, Profit-Making, NATIONAL MAZDA Auto Lamp Kits

You can turn these great business-stimulating ads to your advantage. If you sell large MAZDA lamps you can purchase MAZDA auto lamps and Kits in lots and supply them to auto owners, garages and dealers. If you have an agency for NATIONAL MAZDA auto lamps, you can sell Kits and lamps to accessory dealers and garages at a very good profit. The camping and automobiling season is at its height at this time. Push your auto and flashlamp business now and cash in on this winning advertising drive.

Digitized by Google

Cash in on Public Sentiment

Go After Flood Lighting Business While Interest is Being Aroused

INSPIRED by the action of the *New York World* — in inaugurating the popular subscription fund for flood lighting the famous Statue of Liberty in New York harbor, civic organizations, patriotic societies and public utility companies in all parts of the United States are laying plans to flood light public structures, as court houses, city halls, state capitols, statues and monuments erected for the commemoration of prominent men or historical events.

Reports are coming in almost daily of plans for the permanent flood lighting of prominent buildings and monuments, or of their temporary illumination for some special occasion. It is a significant fact that nearly every instance of the temporary flood lighting of a public building or monument is followed by a movement to make the lighting permanent.

A recent occurrence of this nature is the temporary flood lighting of the General John A. Logan statue in Grant Park, Chicago, during Chicago's great Preparedness Parade, now followed by plans for permanent lighting. The permanent flood lighting of the Soldiers' Monument, Allentown, Pa., is the result of an experimental demonstration with 500-watt flood lighting lamps. "This sample was so satisfactory that the city authorities ordered four bronze standards, at an approximate cost of two thousand dollars, for mounting the projectors and lamps," writes Mr. A. H. S. Cantlin, vice president and manager, Lehigh Valley Light and Power Co., Allentown, Pa.

The world-famous Soldiers' and Sailors' Monument in

(Continued on page 11)



Virginia State Capitol; Flood Lighted for Confederate Reunion by E. M. Andrews, Sunbeam Agent, Richmond, Under Direction of Sunbeam Specialist, J. W. Tabb

Digitized by Google

Two New York Towns Brighten Up

NATIONAL MAZDA C Series Lamps Used in Streets Despite Arc Competition

FORT Edwards and Hudson Falls, York state, are better, brighter cities as the result of some good work by J. H. Gage, Fostoria representative. Fort Edwards boasts of a street lighting installation of one hundred 15-ampere, 400 candlepower Fostoria MAZDA C series lamps in General Electric Novalux fixtures, with ring type refractors. The Glens Falls Gas and Electric Co., Glens Falls, N. Y., home of presidential candidate Justice Hughes, by the way, made the installation at Fort Edwards where it maintains a subsidiary plant.

The installation at Hudson Falls, consisting of 60 units identical with those used at Fort Edwards, was made by the United Electric Light, Power and Fuel Co., Hudson Falls. Both installations were secured in competition with arc lamps.

NO ZIM'S WINDOW THIS MONTH

ZIM is enjoying a vacation as this *Stimulator* goes to press. This explains the absence of Zim's window this month. Zim will be back in time to produce a cracking-good, record-breaking, sales-making MAZDA window next month. He'll be full of pep, ginger and new ideas. There's something good in store for the future. Watch for it.

MOVIES OF THE ST. LOUIS CONVENTION

FIVE moving picture cameras, directed by telephone from one position, recorded the action of the Democratic presidential convention in the St. Louis Coliseum under the light of seventy 1000-watt Columbia MAZDA C photographic lamps used in conjunction with a skylight. Forty-five lamps were equipped with parabolic projectors mounted on movable frames and the remaining twenty-five were suspended directly overhead. It is likely that this visual record will play an important part in the presidential campaign.

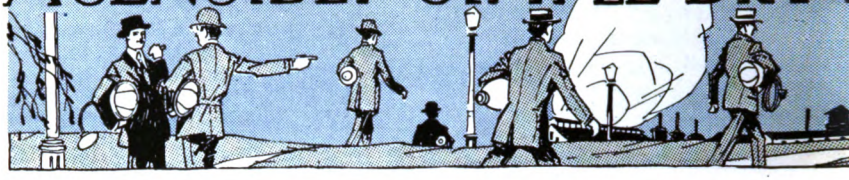
Cash in on Public Sentiment—*(Continued from page 10)*

Indianapolis, Ind., erected at a cost of $600,000, is being flood lighted by the Merchants Heat and Light Company. The complete installation and its continued operation is a contribution by the company to the State of Indiana in commemoration of the centennial of the State's birth.

These instances, but a few of the many that could be mentioned, indicate that the time is ripe for going after flood lighting business, especially as pertaining to structures of public interest. Select your prospects now, while attention is being attracted to this field in the public press, make a demonstration if necessary and get your share of this business.

Digitized by Google

A SENSIBLY SIMPLE DRIV



By W. E. Underwood

THE notion that a machine or a system must be *complicated*, in order to be most serviceable, is obsolete. Compare, for example, an immense, cumbersome, complex, reciprocating engine with the simple, compact turbine that can do twice the work!

In the energetic industrial lighting campaign which the NATIONAL is mapping out to cover the remainder of this year (starting August 1) and in which you will be anxious to play a profitable part, SIMPLICITY has been adopted as the keynote. Simplicity, in the selection of what you sell. Simplicity, in the method of selling it.

This whole Industrial Drive will be built around the table which appears on this page. The three most generally suitable lamps for industrial lighting — namely, the 100, 200 and 400-watt MAZDAS — have been picked out, with three good reflectors, one for each size. The men who hammer away hardest with these three standardized units at the mills and factories are the men who are going to wear the broadest smiles on New Year's Day.

The reflectors pictured in the table are known as EE-100; EE-200; and BEE-500 (to be used with holder 622). Corre-

Table Showing Proper Lamps and

Size of MAZDA C Lamp in Watts	Average Spacing Feet Between Each Lamp*	Minimum Height of Socket Feet Above Floor for Uniform Illumination	Class of Installation See Below
100	9	8½	A
	10	9	A
	11	10	A
	12	10½	B
	13	11	B
	14	11¾	C
	15	12½	C
	16	13	C
200	14	11¾	A
	15	12½	A
	16	13	A
	17	13½	B
	18	14	B
	19	15	B
	20	15½	C
	21	16	C
	22	17	C
400	22	17	A
	23	17½	A
	24	18	B
	25	18½	B
	26	19	B
	27	20	B
	28	20½	B
	29	21	C
	30	22	C

*This value squared is number of square feet of floor

The following rules and the table above, judiciously use
It should be remembered that in small rooms there is a rela
larger floor area, hence a given spacing distance between
in a large one.

1 — Class A in above table indicates those installation
machine work, bench work, pattern making, etc.; also insta

Class B indicates those installations with requirement
lishment, textile mill, forge shop, paint shop, laundry, can

Class C indicates those installations having low lightin
work, coarse painting, etc.

With a given size of lamp and spacing, the illuminatio
of interference by shafting, belts, and machine parts, and to

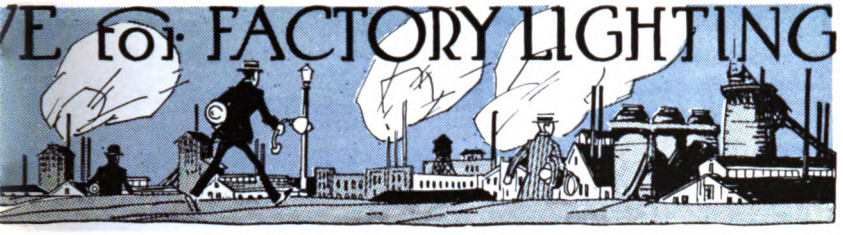
2 — For general illumination units should be spaced
the room or enclosure illuminated.

3 — Use 100-watt MAZDA C lamps for general lightin
placed at least 8½ ft. above the floor.

4 — Use 200 or 400-watt MAZDA C lamps for general

5 — If a building is divided by partitions into differen

Digitized by Google



Installation for Industrial Plants

Type of Reflector Steel-Enamel Reflectors do Not Require Holder. Aluminum Finish Reflectors Require Holder.	Approximate Cost Lamp and Reflector	Estimate Total Cost per Outlet
Steel-Enamel or Aluminum Finish  Approx. 8″ diameter, 6½″ deep	Lamp $1.00 Reflector $0.70	$6.00
Steel-Enamel or Aluminum Finish  Approx. 8″ diameter, 7½″ deep	Lamp $2.00 Reflector $0.90	$8.00
Steel-Enamel or Aluminum Finish  Approx. 12″ diameter, 7½″ deep	Lamp $4.00 Reflector $4.70	$14.50

space per lamp.
ed, should result in satisfactory lighting for industrial work.
tively greater loss of light on the walls than in those of
mps will result in a lower intensity in a small room than

ns in a fairly large area requiring a high intensity, such as
allations in small rooms with but a single row of lamps.
ts such as the average wood working plant, printing estab-
dy factory, etc.
ng requirements such as foundries, rough machine or forge

n is dependent upon the size of the installation, the amount
some extent, upon color of walls and surroundings.
to provide an even intensity of light over the floor space of

ing, or for lighting groups of machines, where they can be

illumination where they can be mounted at proper height.
t rooms, consider each room as a separate lighting problem.

sponding reflectors and holders of any other reliable make will also give good results; in any case *simplify* your merchandising problem by selecting not over three units as "stock leaders," and *concentrating* on them.

Every rule has its exceptions, and while the three standardized units will be suitable in nine cases out of every ten, there are propositions which, on account of their unusual size or peculiar requirements, present complicated engineering problems. Should you strike any such customers, our illuminating engineering service is freely at your disposal.

The selling method is just as simple as the selling materials. It's this: Demonstrate! W. C. Gloekler, of the Star Electric Company, Brilliant agents, Pittsburgh, writes: "We pick out a factory, hunt up the owner, and ask for the privilege of installing a few units on demonstration. Seeing is believing; we have never yet failed to land our man by pursuing him in this manner."

We lamp manufacturers shall back up your efforts by special advertising; we are also preparing an extensive line of consumer educational printed matter that you can use, if you will ask for it, in a mail campaign to stir up local interest in better industrial lighting. But the business will finally be landed not by literature, but by simple, direct demonstration of the simple, threefold proposition you have to offer.

With August first the Drive will be on. Start getting your range today!

Digitized by Google

ECHOES from the FIRING LINE

R. A. BARNARD, who has been connected with the Western Electric Company Inc., for a number of years, was recently appointed Sunbeam Specialist, with headquarters at the Indianapolis office.

"How to Succeed as a MAZDA Lamp Merchant," a book designed to assist agents in lamp merchandising, especially new agents unfamiliar with the details of lamp selling, is in course of preparation and will be ready about September 15. There will also be much of interest to experienced lamp merchandisers. The book will be well illustrated. Watch for further announcement later.

Should one of the leading phonograph companies offer an award for the most enthusiastic user of its machine and records, it's a pretty safe bet that J. A. Vandegrift, General Sales Manager for the Pacific Coast, would carry it off. He has oh so



many dollars' worth of records, and had his house in Oakland, Cal., built around them to have them accessible and properly indexed. However, here's a snapshot that proves Van's diversity of interests; just a little gardening in sunny California.

Are we all making the most of our opportunities for securing MAZDA lamp business from summer hotels? This thought is suggested upon learning that the Grove Park Inn, Asheville, N. C., one of the finest resort hotels in the South, has been illuminated throughout with Banner MAZDA lamps, "National Quality," by the Piedmont Electric Company, also of Asheville.

The Electrical Engineering Company, distributors of Bryan-Marsh lamps, Minneapolis, a successful organization of long standing, has absorbed the Northern Electrical Company, Duluth, Minn., and is now known as the Northern Electric Company. The personnel of the organization remains as before, Mr. James Richardson being president, and Mr. W. E. Stephenson secretary.

The Electrical League of Cleveland, which now has 1225 members, chose N. H. Boynton, Manager, Publicity Department, Nela Park, for president, at the annual election held June 8.

National salesmen are again entrenched at Camp Nela, Nela Park, for their annual "Next to Nature" sessions. The camp schedule for the summer is as follows: Ivanhoe-Regent, July 2 to 8; Fostoria, July 9 to 15; Brilliant, Chicago and New York Federal Miniature Divisions, July 16 to 22; Sunbeam, July 23 to 29; Columbia, July 30 to Aug. 5; Bryan-Marsh, Chicago, Aug. 6 to 12; Buckeye, Aug. 13 to 19; Peerless and Colonial, Aug. 20 to 26; Shelby, Aug. 27 to Sept. 2.

Towns without a carbon lamp are being heard from often. Mr. John W. Slawson, Fostoria agent, Osawatomie, Kansas, claims every business house in town uses current and MAZDA C lamps, and over half the residences are wired, using nothing but MAZDAS. Who's next?

Digitized by Google

Burnouts

Business Before Pleasure

A EDGAR GOETZ, Banner agent, New York City, has been attending several "coming out" parties at the dentist's office. Recently, while the dentist was trying to persuade a shy and retiring molar to come out of Mr. Goetz's "dining room," A. E.'s agonized attention was drawn to a telescope looking affair with a concentrating lens at one end and a dingy carbon lamp at the other. The idea of the contrivance was to shed light on the home life of the most sheltered and exclusive of wisdom teeth.

The idea of replacing the old carbon lamp with a MAZDA B 40-watt coil lamp hit Mr. Goetz, and was tried out on his next visit. Better and much more satisfactory light was produced.

Mr. Goetz offers this real business hunch for getting



It's the Wrong One, the Light was Poor

even with a dentist — sell him one of these lamps for his projector — then call on all of his fellow craftsmen in your city and bring them up to date too.

Why is Sam Furst Like a Fish?

JUST a minute, gentlemen! One at a time, please, and kindly observe that the question is not "Why is Sam Furst a Fish?"

This question has been correctly answered by E. L.(Bert) Overton, Bryan-Marsh agent, Topeka, Kans.

Mr. Overton has just built a country home, with all the trimmings, a few miles out of Topeka. Among the attractions of the place is a natural lake, well stocked with fish. In this pool is one big, old fish with horns, which answers to the name of "Sam Furst."

Mr. Overton says this fish looks like Sam's twin brother; is just as lazy as Sam, and is a regular social leader upon all occasions.

In justice to the fish it must be stated that there are no indications that he will develop into a man-eating shark, such as is preying upon bathers on the Atlantic coast. He promises to be calm and peaceful at all times.

Editor's Note:

Sam Furst please take notice; this story was sent us by "Red" Bond, so kindly wreak vengeance on proper party.

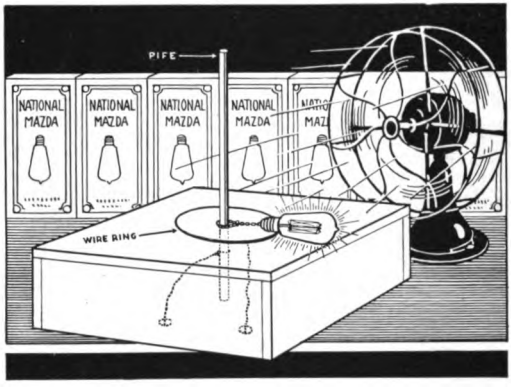
Digitized by Google

Building Business With Displays

Three Original MAZDA Windows That Have Proved Highly Profitable

MOTION in a window display of any kind is essentially an attention getter, but when the display is one of NATIONAL MAZDA lamps, motion can often be made to include an excellent demonstration of lamp quality, as in the case of a novel display originated and used by Mr. C. Baumann, President, C. Baumann Electric Co., Bryan-Marsh agents, Cincinnati.

As indicated in the accompanying sketch, the apparatus is simple. It can be easily constructed by following directions given by Mr. Baumann: "Place a piece of one-eighth inch pipe through the center of a one-inch board about ten inches square. Fasten a wire ring to the board with the pipe at its center. Connect one side of a circuit to the pipe and the other to the ring from the under side of the board. Solder one end of a pull socket chain to the end contact of a 40-watt MAZDA lamp and tie the chain loosely about the pipe so that the lamp can roll about. An oscillating electric fan placed near the board will keep the lamp moving continually. When its base strikes the ring the lamp lights. A few cartons and several placards calling attention to the ruggedness of MAZDA lamps complete this sales-building display."

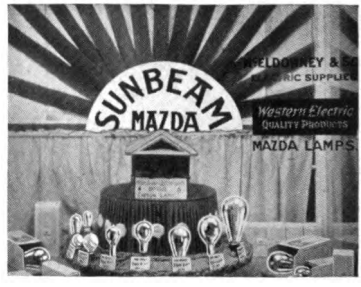


Attention Attracted and Quality Proved by This Display

The Sunbeam MAZDA display shown on this page is the result of the ingenuity of Mr. Chas. McCallum, Sunbeam booster in Oklahoma, who built it for Sunbeam agents, McEldowney and Son, Oklahoma City Okla. The round table, with all sizes of MAZDA lamps up to 750-watts mounted on its edge, was 40 inches in diameter and had a smaller table mounted upon it. The whole was covered with green cloth.

On the smaller table were mounted two bungalows with transparent windows, one lighted with a 60-watt carbon lamp, the other with a 60-watt MAZDA lamp. Placards called attention to the difference in lighting.

The large table was revolved by a motor. First the 10-watt lamp was lighted and remained so, then the 15-watt, etc., so that all lamps were burning when one revolution was completed. During the second revolution the bungalows were lighted — then the operation was repeated.



A Motion Display That Made MAZDA Customers

"I built this display during my spare time and it stimulated lamp sales to a very satisfactory degree. There were always from one to twenty-five people gazing at it," says Mr. McCallum. (Continued on page 17).

Digitized by Google

How to Check Up Your Turnover

Practical Hints on Doing a Maximum Lamp Business Without an Excessive Lamp Stock

THERE need be nothing mysterious about the expression "turnover," even to those who have not had long experience as lamp merchants. Capital is "turned" once when it is invested in stock and all the stock is sold.

Lamp turnover is generally defined as the *ratio of your lamp sales for one year to your average stock during that period.* To illustrate: The Smith Electric Company sold $420, list, of MAZDA lamps in twelve months. Smith's monthly inventories show that he carried, on the average, $70 worth, list, of MAZDA lamps in stock. Smith's turnover for the year, then, was $420 ÷ $70, or six.

A short-cut method of finding out, on September 1, whether your ratio of sales to stock is what it should be in order that you may have a turnover of 6 or better for the year, is as follows: Add together the value of your sales for July and August, and then multiply this sum by 1.8. The value of your stock on hand September 1 should be *no greater* than the result thus obtained.

Example: An agent's July sales were $49; his August sales $52; total $101. His September 1 inventory shows $200 worth of stock on hand. Multiplying $101 by 1.8 gives $181.80. Thus the amount of stock on hand, $200, is shown to be excessive, and this agent should be either more conservative in his ordering or more aggressive in his selling or both.

If the check-up is to be made on October 1, instead of September 1, then add together the August and September sales and multiply by the factor 1.6, instead of 1.8. A table of factors has been scientifically worked out for each month in the year, the *Stimulator* would be glad to send you a copy on application.

Certain Form A agents have had a mistaken impression that they cannot order *less than a standard package quantity of lamps of any one size* without being charged for transportation, or losing some of their compensation. This is an error; it is allowable to combine in one standard package, all sizes of large MAZDA lamps having the same standard package quantity (thus fifty 60-watt lamps plus fifty 40-watt lamps would make up a case, as the standard package quantity for both 60-watt and 40-watt lamps is 100). Furthermore, if an agent, for example, sells two 1000-watt or 750-watt lamps, the standard package quantity of which is eight, with no prospect of selling more for several months or possibly a year, why order a full standard package? Order only as many as you can reasonably expect to sell.

Building Business with Displays — *(Continued from page 16)*

"A 'mystery lamp' is used for attracting attention to Sunbeam MAZDAS by Ashland Electric Co., Ashland, Wis.," writes Mr. D. V. Parkinson, Manager. This is a new adaptation of the "wireless" display idea described in the June *Stimulator*. "Solder a fine wire to each of the contacts on the base of a lamp and pass them through a small hole drilled in the center of a mirror about two feet square. Keep the wires close to the back of the mirror with shellac or paint so they will not be seen.

"Place the mirror in the window resting on pillars of porcelain knobs through one of which the wires are led to a circuit. With this 'mystery lamp' as a center piece and a number of cartons and placards an attractive MAZDA display can be built that will help lamp sales any time."

Showing the people passing your window that you sell NATIONAL MAZDA lamps always pays; have you convinced yourself?

Digitized by Google

GAINING an ENTRANCE to the HOME



WHEN properly approached, many home owners will accept a reasonable proposition to have their houses wired completely; it is the reluctant prospect who furnishes the problem for central stations seeking new customers. Believing that once the conveniences of electric service are experienced, a complete installation will be desired, many central stations have adopted the plan of offering a "sample" installation for one room of the home, the kitchen, to open the way for more complete service later.



Follow This Guide and Gain New Customers

These "sample" installations, known as Kitchen Service, consist of a panel board, jack switch, cut-out and meter, wiring for two outlets, one for an electric iron and the other for a MAZDA lamp, with the iron and lamp. Kitchen Service can be installed at a profit, though some central stations, in order to interest prospects in the use of current, make a flat rate bargain price for this service and make up the difference to the contractor making the installation.

Among central stations and contractors that have found Kitchen Service campaigns profitable are such well known firms as Wm. Hall Electric Co., Dayton, Ohio; Lockport, N. Y., Light Heat and Power Co.; and Mahoning and Shenango Railway and Light Co., Youngstown, Ohio. The following extract from a letter by Mr. E. Van Arsdale, District Manager, Kentucky Utilities Co., G. I. customer, Shelbyville, Ky., casts some light on the value of a Kitchen Service campaign: "We have had small success with the Kitchen Service campaign, *as such, but this campaign has been the means of bringing new business in the way of completely wired houses*, so we feel that we have been repaid as this is really the end desired."

Write your Lamp Sales Division if you are interested in a Kitchen Service campaign.

WHAT IS YOUR CORRECT LAMP VOLTAGE?

IT is easier for you to handle a stock of lamps of one voltage than a stock of several widely different voltages. Likewise, it is more economical to make a thousand lamps of one voltage than a hundred each of ten different voltages.

The ideal condition is apparent — why not have the same voltage or one of a limited number of standard voltages, on all lines and avoid the complications attendant upon the manufacture and stocking of lamps of a wide range of voltages? That, if we rightly interpret the spirit of the electrical industry, is just what is coming. The industry got away from 101 different styles of lamp bases; why not standardize on voltages?

A careful survey of the voltages maintained on the lines of nearly every important central station in the country indicates that three voltage centers, 110, 115 and 120 volts, are far in the majority.

To standardize lighting circuit voltages is logical, practical and economical, and of mutual interest to the customer, central station, manufacturers and distributors of lamps. Central station managers who have given the matter serious thought favor the voltage standardization idea. More will be said with regard to this later. In the meantime the *Stimulator* welcomes your ideas on this subject and on the relation of lamp voltage to socket voltage (see back cover).

Digitized by Google

MONEY VALUE of WINDOW DISPLAY SERVICE



IF our readers could personally witness the designing and executing of a single NATIONAL MAZDA window trim, they would find the trip interesting and perhaps full of surprises. They would see art sketches prepared, submitted, rejected, modified and improved, compared with other sketches; finally some one sketch would be accepted. Then the working drawing, usually requiring several days, would be made. If an additional expense, put into artwork, will greatly improve the quality of the display, it is spent unhesitatingly. That is the policy all the way down through the various processes:— make the display right; make it attractive; make it sell goods.

From this it is evident that you, who request and receive the completed display, are getting *the same service* that would be yours if you were to employ a corps of high-priced experts — artists, photographers, retouchers, layout men, printers, engravers, lithographers.

Take one of Zim's displays, for example. Before a single one of these displays is printed, expenses for all of the following items will be incurred: Planning and Superintendence; Sketches and Drawings, Lithography. The total of these items alone will amount to something like $150,00.

You would hesitate a long while before spending $150,00 to produce a display for yourself, yet we offer it to you free of charge! That way of stating the proposition, of course, makes it sound more generous than it really is, for the cost of each display to us (not its value to you) is cut down by producing them in quantity. It would not be practical for a small manufacturer to give you displays of this quality, simply because he could not produce them in sufficiently large quantity. But however much the *pro rata* cost is reduced by our large-quantity production, the fact remains that every NATIONAL MAZDA window trim you are offered free represents a large initial investment, which you, as an individual merchant, would scarcely be justified in spending, unless your establishment were about the size of John Wanamaker's or Marshall Field's. National Quality is built right into each display, ready to attract the attention of the people and coax them into your store.

MORE EVIDENCE OF MAZDA RUGGEDNESS

H. J. WALRATH, who sells Peerless MAZDA lamps at Forest Grove, Oregon, cites the following as proof that claims for MAZDA ruggedness are sound. "While traveling on an electric car I saw that a lamp had fallen into one of the baggage racks above the seats and was bumping around continually. I examined the lamp and found it intact although it had been jarred very severely. Needless to say it bore the MAZDA mark."

Digitized by Google

Say MAZDA for Your Own Protection

Guard Against Incorrect Designation of the Quality Lamps You Sell

CERTAIN distributors thoughtlessly refer to MAZDA C lamps as "nitrogen" lamps, in everyday conversation. We say thoughtlessly, because if these distributors only considered how the term "nitrogen" exposes them to their competitors, they would drop it like a hot potato. Don't advertise "nitrogen" lamps. As a MAZDA merchant, you are pledged to render service and quality. If you are neglecting to use the word MAZDA, you are in effect inviting some irresponsible dealer in inferior lamps to start peddling his "nitrogens" right under your nose. Build up goodwill for MAZDA lamps.

Incidentally, the gas contained in 75-watt and 100-watt MAZDA C lamps is for the most part a very expensive element — *not* nitrogen. So that neither from the standpoint of technical accuracy nor of business policy is it advisable to give publicity to the term nitrogen.

Say MAZDA C — *for your own protection.*

A SUGGESTION FOR MAZDA PREPAREDNESS

GEORGE Washington's advice to his countrymen, "In time of peace prepare for war," is well paraphrased by Mr. George G. Kuhn, purchasing agent for the Tri-City Railway Co., Davenport, Ia., who says: "We would suggest that you impress upon central stations the necessity for having a complete stock of MAZDA lamps on hand at all times if they hope to increase their lamp sales. In view of the fact that it is sometimes impossible to secure prompt lamp shipments when the demand is greatest, July and August would be a good time to check over lamp stocks and order, as deliveries are undoubtedly better then than in the fall when the demand for lamps comes on with a rush."

Good advice; how's your lamp stock?

THIRTEEN HUNDRED PHOTOGRAPHIC LAMPS

USING no natural light for "sets" the Keystone Film Co., Los Angeles, installed for studio work thirteen hundred 1000-watt MAZDA C Photographic (blue bulb) lamps, with steel angle reflectors, in banks and suspended from overhead racks that can be easily and conveniently moved about.

MAZDA C Photographic lamps were chosen because of their flexibility, constancy of color quality, freedom from glare, suitability for either direct or alternating current and because series resistances can be used for changes in intensity in "fading scenes" in or out on the film. E. C. Andrews, Sunbeam Specialist, Los Angeles, supervised the Keystone installation.

Digitized by Google

Distinctive MAZDA Advertising

A Lesson in Practical, Permanent MAZDA Sales Building at Little Cost

NO doubt there is in your town some one business establishment, perhaps several, permanently indexed in your mind and in the minds of your fellow-citizens because of the persistent manner in which it has identified itself over a long period of time. The identifying feature may be the uniform excellence of its window displays, individuality in the appearance of the building or originality in the matter of signs. Such an establishment may have acquired a distinctive name as the "Red Front" store, the shop with the "Golden Eagle" or the



This MAZDA Sign is Evidence of Persistent, Constructive Lamp Merchandising

store with the big electric flag, which may be its *one* attention-compelling feature. Whenever goods are wanted of the kind handled by an establishment thus individually identified, that *one* store is at once called to mind.

Persistence and permanence in advertising are considered by authorities as absolute necessities to a successful advertising and business-building policy. In recognition of these facts Mr. O. J. Comer, of Comer's Electric Store, Hutchinson, Kansas, has had the NATIONAL MAZDA blue carton reproduced, in exact proportions and colors, at one end of a sign 22 feet long and 3 feet high on the store front, and the Bryan-Marsh brand label at the other end. The view of Comer's store, here reproduced from a photograph supplied by E. W. Bond, Bryan-Marsh representative, shows the commanding position occupied by this excellent MAZDA ad. This sign is not only an expression of business acumen, but also indicates the business-building attitude of this agent in regard to MAZDA lamps. To citizens of Hutchinson, Kans., Mr. Comer's store is the "MAZDA Lamp Store." Is your store permanently and distinctively identified as a MAZDA supply station?

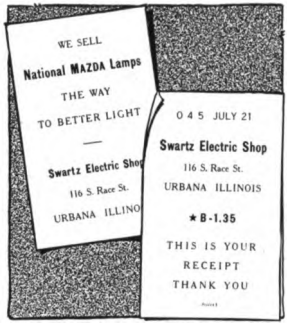
Digitized by Google

A Good MAZDA Ad With Every Sale

Follow the Plan Described in this Story and Leave a MAZDA Ad with Every Customer

ALWAYS on the alert for opportunities to tell customers about its goods, the Swartz Electric Shop, Bryan-Marsh agents, Urbana, Ill., uses the front and back of the cash register slip handed to the customer after each sale as advertising space. The ads are printed on the slips when the register is operated.

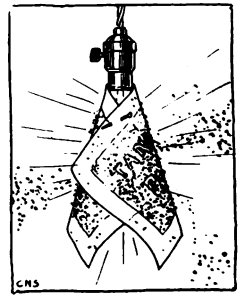
All National cash registers of the styles that issue slips can be fitted with electros to print any desired message on either or both sides of the ticket. We are advised that six electros made according to the wishes of the purchaser, are supplied free with each register sold. Additional electros for printing the front or back of slips can be purchased at a reasonable cost. If you have not already exhausted your quota of 6 electros, ask your cash register agency at once for one reading: "We Sell NATIONAL MAZDA Lamps. The Way to Better Light. *Name and Address.*"



If you have received six electros from your cash register agency, the *Stimulator* will gladly supply you, free of charge, with one advertising MAZDA lamps. When ordering, be sure to give the factory number and style number stamped on the name plate of your machine. Also state whether electro is wanted for printing the front or back of slips. Address: NATIONAL MAZDA Stimulator, Nela Park, Cleveland, Ohio.

USE MAZDA LAMPS TO EXTERMINATE FLIES

AT this season of the year guardians of the public health admonish us to follow the slogan "Swat the Fly." Realizing the inefficacy of the "one at a time" method of exterminating them, Mr. Julius Lowenthal, Columbia agent, Pueblo, Colorado, devised what he terms an electric fly catcher, shown here, and gives the following directions for construction: "Make a number of conical lamp shades of Tanglefoot fly paper, sticky side out, and let them hang all night over burning 10-watt MAZDA lamps. The paper is translucent and the light attracts flies, millers and moths. This is an easy way to rid homes and stores of these pests over night." Suggest this idea to your customers and while speaking of lamps inquire whether all sockets in their homes or stores are filled.



Digitized by Google



UNCONVENTIONAL PORTRAITS OF STIMULATOR CORRESPONDENTS—*H. K. Annin*

H. K. ANNIN, whose physiog appears at the top of the rather attractive costume, states emphatically and without reservation, mental or otherwise, that he never had a part in Ziegfield's Follies.

Just when and where Hy (that's what his intimates call him) wore the costume is a mystery, for he wouldn't say anything about it.

Hy is manager of the New York Federal Miniature Division and is also one of the elect who hold documents proclaiming them official correspondents for the *Stimulator*.

Hy admits that his special hobby is rehearsing piscatorial lore and leading the simple life. However, that was before we received a wedding announcement several *Stimulators* ago.

He is skilled on skates, the steel kind, and it's a safe bet he would slide across the East river every winter morning if selling miniature lamps didn't take so much of his time.

Digitized by Google

The "Light Brigade"

Emblems of the Order (V-W-Q)

First Degree Emblem:
Gold-Filled Watch Fob

Second Degree Emblem:
Sterling Silver Penknife

Third Degree Emblem:
14K Solid Gold Key

(These emblems will be illustrated in next month's Stimulator)

Read This Carefully!

¶The Light Brigade (V-W-Q) is an honorary fraternity of Mazda lamp salesmen and distributors—real business builders — from all over the country. Election to the Brigade will be in the hands of the Stimulator Editorial Committee, and will be awarded monthly to Stimulator readers who submit selling ideas that we publish.

¶The Charter Members of the Light Brigade, all of whom contributed to the present issue of the Stimulator, are:

Messrs. C. Baumann, B. A. Bearnes, E. W. Bond, R. S. Clark, W. C. Gloekler, A. E. Goetz, G. G. Kuhn, E. V. Lorenz, J. Lowenthal, F. S. Marker, C. McCallum, E. Meyer, D. V. Parkinson and H. J. Walrath

¶How to join the Brigade: Send us a practical idea on one or more of the following subjects:

(V) *Voltage.* How and why you sell lamps of the proper voltage. Or tell how and why central station circuit voltages should be standardized at the three values 110, 115 and 120.

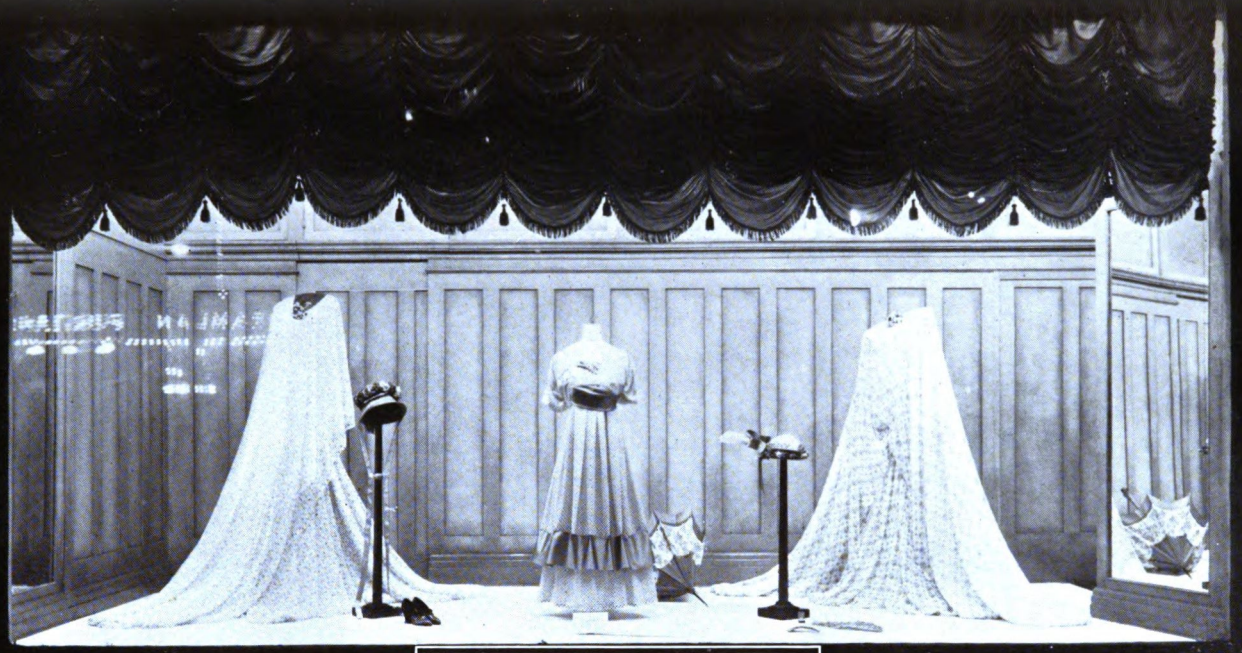
(W) *Wattage.* How and why you sell lamps that are high enough in wattage for the consumer's needs.

(Q) *Quantity.* How you increase the quantity of lamps sold.

As our space for the publication of ideas is limited, some candidates will have to try again. But if yours is an idea of the very first water, you will not be disappointed.

NATIONAL MAZDA STIMULATOR
NELA PARK 871245 CLEVELAND

Digitized by Google



A Well-Staged Play on Woman's Vanity

Department Store Window lighted with MAZDA C Lamps

(Photo Unretouched)

WM. TAYLOR & SON CO.
CLEVELAND, OHIO


Digitized by Google



Improving Good Window Lighting

Left —National MAZDA B Lamps.
Right—National MAZDA C Lamps.
Both windows using the same amount of current.
(Photo Unretouched)

JAMES G. MOORE
CLEVELAND, OHIO

Digitized by Google

FREE MAZDA NEWSPAPER ADS

WE have on hand a limited stock of the MAZDA newspaper ad plates illustrated, which we will send free, as long as our stock lasts, to National MAZDA agents and customers. Use in your regular space at no extra expense. Keep this sheet containing lamp ad illustrations and type as guide for your local newspaper in setting up your lamp ad.

BETTER LIGHT VALUE FOR YOUR MONEY



FOR identically the same light bills as you pay at present, you can have whiter light and just as much of it, and at the same time save enough current to operate an electric flat-iron, toaster or other electrical conveniences.

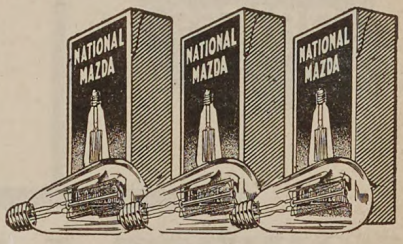
¶ To do this, discard your old carbon lamps and fill every socket with *National MAZDA Lamps.*

¶ We carry these lamps in all sizes and a complete assortment of other electrical supplies of best quality.

(*YOUR NAME AND ADDRESS HERE*)

1 column, 6 inches — Plate 4016

TRIPLE LIGHT LAMPS



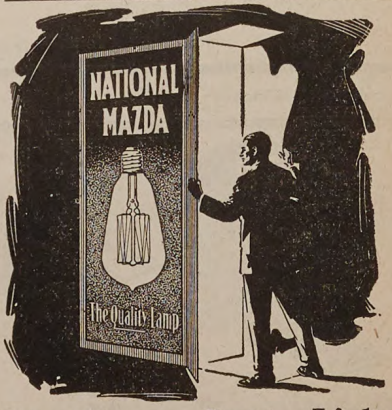
Carbon lamps waste two-thirds of the current for which you pay.

Turn all that current into light by using National MAZDA lamps. Made in many sizes for home lighting.

We sell these lamps and other electrical goods of best quality.

(*Your Name and Address Here*)

column, 2½ inches. — Plate F 301



The Way to Better Light

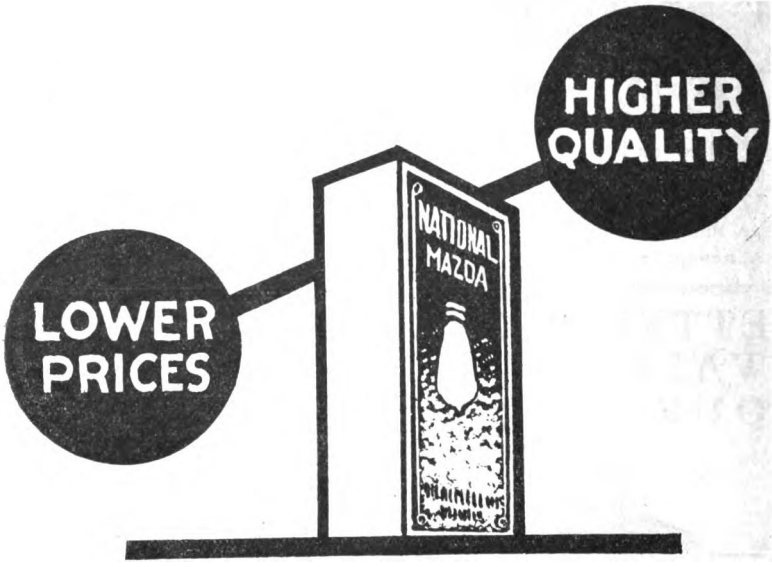
is through National MAZDA Lamps.

As durable as old style carbon lamps—three times the light at the same cost.

(*Your Name and Address Here*)

1 column, 3 inches. — Plate F 401

Write your name and address below and indicate with crosses



LOWEST LAMP PRICES

National MAZDA Lamps which give triple light without increased lighting cost.

Fill every socket in your home with these current saving lamps.

All sizes and styles at our store.

(Your Name and Address Here)

2 columns, 4½ inches **Plate F 102**



Brighten Your Home

Your leisure hours are lamp-lit hours—make them cheerful with the clear light of National MAZDA Lamps.

We can supply the proper sizes for any room in your home.

(Your Name and Address Here)

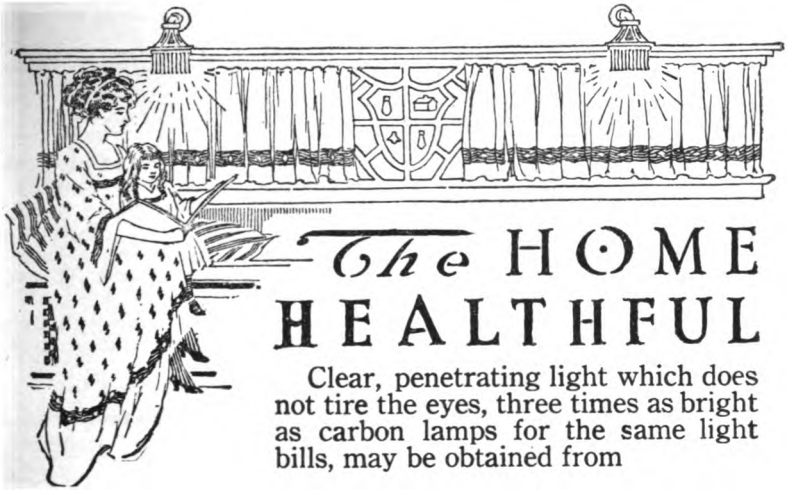
1 column, 2½ inches **Plate F 501**

ONE of the easiest, surest ways to reach new lamp customers is through your newspapers. Every time you feature a good lamp ad it brings you new customers —strengthens your prestige.

Here are ads made to order ---all you have to do is send for plates and arrange with your newspaper to set the type and run the ad.

Digitized by Google

FREE MAZDA NEWSPAPER ADS



The HOME HEALTHFUL

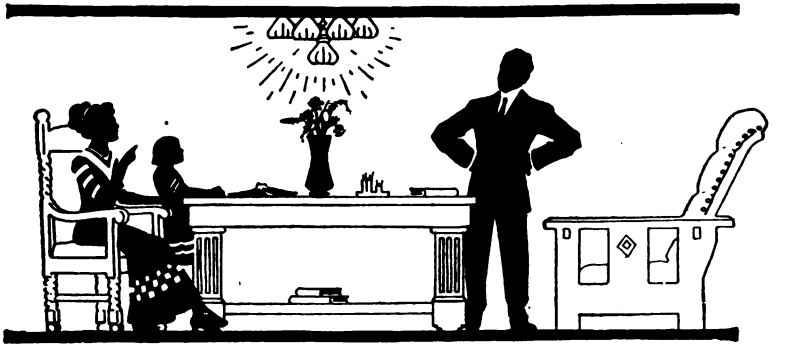
Clear, penetrating light which does not tire the eyes, three times as bright as carbon lamps for the same light bills, may be obtained from

NATIONAL MAZDA LAMPS

Fit your home with these modern lamps today.

(YOUR NAME AND ADDRESS HERE)

2 Columns, 3½ inches. Plate No. 1251



ENJOY ELECTRIC LIGHT

You can afford electric light because you can get more light for less money than you now pay.

Let us wire your home and supply you with money-saving National MAZDA Lamps.

(YOUR NAME AND ADDRESS HERE)

2 Columns, 2¾ inches. Plate No. 1252

Digitized by Google



The Better Light Way

Better light; light three times as bright as you now get from old lamps for no greater cost.

The better light way is through

National MAZDA Lamps

We can supply you today.

(Your name and address here)

1 column, 4 inches. Plate No. 721



The most severe test of an incandescent lamp is the shock of firing a broadside on a man of war.

National MAZDA lamps have stood this test repeatedly—the same kind of lamps you may buy here for your home.

Fill every socket today with these current-saving, shock-resisting lamps.

(Your name and address here)

1 column, 3 inches. Plate No. 521

SEND IN YOUR ORDER TODAY

Write your name and address below and the numbers of the newspaper plates you want.

Put this whole sheet in an envelope, and mail to National MAZDA Stimulator, Nela Park, Cleveland, O.

Send me newspaper cuts which I have checked below:

☐ No. 1251 ☐ No. 1252 ☐ No. 721 ☐ No. 521

(Put crosses in squares indicating cuts you desire.)

£ TLG

Name.....

Address.....

City.....

Brand of Lamps Handled.....

Digitized by Google

Digitized by Google



Digitized by Google

Here's Zim's MAZDA Window for Christmas

Mr. Busy Display Man—

The Christmas season keeps you busy; there are dozens of tasks that require your attention just now. Everybody is getting ready for the Holidays, brightening up homes and stores. That means more MAZDA sales, and I'm ready to help you get this business by planning your Christmas MAZDA window for you. More than this, I'll send you all the materials you need to build it, with the exception of cartons, which you have in stock or can save, and other incidentals which you can secure at a very slight cost. My materials are ready; all you need to do is ask for them.

You will agree that the display I've planned is mighty attractive. I'm willing to stake my last nickel that it will boost your December MAZDA sales.

Complete instructions for building the display are included with the materials. I'll just mention that a three-color, life size lithograph of Santa Claus, the most popular figure during the Christmas season, is one of the things you will receive if you send for this display.

A tip to you—my supply of materials is limited. Make sure of getting your set by returning the attached coupon *today*. Another thing—*don't fail to put your display in early, about December 15th.*

No displays will be shipped after December 20th, unless in exceptional instances.

Merry Christmas,
ZIM.

NATIONAL MAZDA STIMULATOR,
Nela Park, Cleveland, Ohio.

I want to boost my December MAZDA sales. Send materials for that Christmas display, quick!

(Important)
We sell

.....Brand
MAZDA lamps.

Name .....

Company .....

Address .....

Digitized by Google

Digitized by Google

Digitized by Google

Digitized by Google

Digitized by Google

THE NEW YORK PUBLIC LIBRARY
REFERENCE DEPARTMENT

This book is under no circumstances to be taken from the Building

form 410

Digitized by Google

ED JAN 2 0 1917

Digitized by Google